Meet Kachhadiya

UI/UX & Graphics Design | Front End Developer

Focused User Experience Designer with 5 years of expertise in crafting intuitive designs for Web and Mobile platforms. Collaborative team player adept at analyzing end-user requirements and customizing solutions for optimal user experience. Proactive in seeking challenging roles to enhance skills and contribute to organizational growth.

Work History

2021-01 - 2022-01

UI/UX & Graphics Designer
CodeFire Infotech, Surat, India

Key Deliverables

User Experience Optimization:

- **Increased Website Traffic:** Strategically redesigned website, leading to a 20% increase in traffic and improved user engagement.
- **Conducted User Research:** Led research sessions to optimize UI/UX of e-commerce platform, leveraging Adobe XD and InVision.
- **Optimized Conversion Rates:** Executed A/B testing to enhance online sales conversion rates and refine user experience.

Design Collaboration and Leadership:

- **Developed Brand Consistency:** Created comprehensive style guide ensuring brand consistency across digital platforms.
- **Integrated Analytics Tools:** Collaborated with development team to integrate advanced analytics tools for iterative design improvements.
- **Mentored Junior Designers:** Provided mentorship to junior designers, fostering collaborative and growth-oriented environment.

Localization and Innovation:

- **Adapted to Localization Needs:** Tailored interfaces to French language requirements, enhancing accessibility for bilingual users.
- **Stayed Current with Trends:** Kept abreast of Canadian design trends, integrating innovative solutions for enhanced user experiences.

Prototype Development and Responsive Design:

- **Led Prototype Creation:** Spearheaded interactive prototype development, expediting stakeholder feedback and iteration process.
- **Implemented Responsive Design:** Ensured optimal viewing experiences across devices through responsive design techniques.

Key Highlights

- **Social Media Design:** Created engaging posts in Illustrator and managed social media accounts.
- **UI/UX Design:** Designed interfaces and mockups in Adobe XD and Figma for mobile and web platforms.
- **Client Management:** Handled client meetings, updates, and communications, ensuring satisfaction.
- **Advertising Creativity:** Developed impactful social media ads to enhance brand visibility.
- **Branding Expertise:** Designed logos and banners in Illustrator, maintaining brand identity.
- **Figma Proficiency:** Specialized in Figma for efficient project design and collaboration.
- **Prototyping Skills:** Developed prototypes in Adobe XD, facilitating design validation.
- **Responsive Design:** Ensured consistent user experiences across devices through responsive design.
- **Wireframing:** Created wireframes and clickable prototypes, optimizing design processes.

Contact

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Education

2021-01 - 2022-12
Post-Graduation: Web Design & Development.

Conestoga College - Waterloo, Ontario, Canada

2016-08 - 2020-05
Bachelor of Engineering: Information Technology

Gujarat Technological University - Gujarat, India

Certifications

- Certified in The Complete 2023 Web Development Bootcamp (Pursuing)
- AWS Fundamentals: Going Cloud-Native – June 2020
- Certified User Experience Design Essentials - Adobe XD UI UX Design

Core Competencies

- Graphic Design
- UI/UX Design
- Illustration and Animation
- Video Production
- Artificial Intelligence
- Mobile App Design
- SEO Optimization
- Responsive Web Design
- User Research and Testing
- Project Management
- Strategic Planning
- Social Media Management

2019-12 - 2020-11

UI/UX Designer & Graphics Designer
Mirror Score, Delhi, India
- **E-commerce UI Redesign:** Enhanced user experience through redesign of e-commerce application interface.
- **Page Design:** Created application pages using Figma and Adobe XD, ensuring consistency.
- **Video Production:** Developed advertising videos illustrating application functionality and problem-solving process.
- **Thumbnail and Icon Design:** Designed thumbnails for video lectures and icons for application interface.
- **Social Media Management:** Managed LinkedIn, Instagram, and Facebook accounts, driving engagement.

2017-01 - 2019-11

UI/UX Designer and Graphics Designer
Freelancer.com, India

Key Deliverables:

Design Solutions and Consultation:
- **Custom UI/UX Solutions:** Tailored designs for diverse clients, aligning with business objectives.
- **Client Consultations:** Engaged in consultative discussions to understand project requirements and propose innovative design solutions.

Design and Development:
- **Wireframing and Prototyping:** Developed high-fidelity wireframes and prototypes using Sketch and Figma for rapid concept validation.
- **Responsive Design:** Created mobile-responsive interfaces for mobile applications, ensuring consistent user experience.
- **SEO Implementation:** Applied SEO best practices in website designs to boost visibility and organic traffic.

Testing and Collaboration:
- **Usability Testing:** Conducted sessions with end-users to gather feedback and iterate designs for enhanced usability.
- **Collaborative Development:** Worked closely with developers to integrate front-end solutions seamlessly.

Support and Professional Growth:
- **Client Support:** Provided ongoing support and maintenance for client projects, ensuring alignment with evolving needs.
- **Professional Development:** Stayed updated on design trends through participation in local meetups and workshops.

Branding and Identity:
- **Branding Design:** Crafted visually appealing branding materials to strengthen brand identity and presence for clients.

Key Projects:

Quick Turnaround Video Production:
- Created a <1-minute video in After Effects with a 3D logo reveal and cinematic transitions within 24 hours, meeting tight deadline and budget constraints.
- Demonstrated proficiency in video services, 3D rendering, and production, enhancing brand visibility and engagement.

AI School Advertising Video:
- Developed a 3-minute advertising video for an artificial intelligence school, featuring engaging transitions and cartoon elements in After Effects.
- Utilized skills in graphic design and illustration to create visually appealing animations, enhancing message clarity and audience engagement.

Website Redesign Overhaul:
- Enhanced existing website with contemporary design, intuitive layouts, and updated branding elements to improve visual appeal and user experience.
- Implemented modern design trends, color schemes, and typography changes, resulting in increased user interaction and conversion rates.

IT Skills

Microsoft 365:
- Outlook
- Powerpoint
- Word
- Excel

Design Tools:
- Adobe Photoshop
- Adobe XD
- InDesign
- Acrobat
- Figma
- Dreamweaver
- Adobe Illustrator
- Dreamweaver

Video Editing:
- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro

Front-End Development:
- HTML
- CSS
- JavaScript

Web Development:
- PHP
- WordPress

Prototyping Tools:
- InVision

Database Management:
- MySQL