



SHAILY GANDHI

UX/UI designer

🌐 shaily.vercel.app

CONTACT

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SKILLS

User research
User interviews
A/B testing
UX design
UI design
Prototyping and Wire-framing
Problem solving
Stakeholder management

TOOLS

Figma / Hotjar / Google Analytics /
Jira / Miro / Adobe XD / Photoshop
/ Sketch

EDUCATION

UX/UI Bootcamp
Ironhack, Amsterdam
2021 - 2022

Bachelors of Architecture
CEPT University, Ahmedabad
2007 - 2013

Student Exchange Program
TUM, Munich.
2011

PROFILE

*With +9 yrs experience in the Design field, I am a designer dedicated to work towards achieving goals and to carefully create products that bring positive change into people's lives. My approach to design is grounded in user research & human experience to solve the **small but significant** problems, both for users & businesses.*

WORK EXPERIENCE

UX Designer | Basic-Fit

July 2023 - Current

- Took lead to improve the important user journeys for +4M users
- Conducted user testing sessions to get insights on the current product
- Improved Click-through rates based on the A/B tests results across several markets
- Develop user flows, create wireframes and deliver hi-fi prototypes
- Collaborated closely with devs, POs and design team

All round UX/UI Designer | Tellow

July 2022 - June 2023

May 2022 - June 2022 (UX-UI design Internship)

- Translate complex issues into a clear story
- Provide conceptual and strategic advice on product development
- Develop user flows, create wireframes and deliver hi-fi prototypes
- Use research methods to analyze the users and understand the business needs
- Implement new product solutions with attractive designs
- Setting up the design system and Library

UX/UI part-time Designer | Ironhack

September 2021 - April 2022

- UX-UI design of a travel app- Motuu
(Collaboration with a client, UX research, Wireframing, High Fidelity Prototype, Usability Testing, Desirability Testing, Style Guide)
- Design of a native ios Nutrition checking app
Wireframing, High Fidelity Prototype, Usability Testing, Desirability Testing, Styleguide
- Editorial Design, Design of a responsive Web Magazine
UX/UI Design, UX Research, Usability Testing, Responsive Design Guide

Assistant Designer | KENK

April 2018 - October 2020

Associate Designer | Keystone Architects

November 2015 - September 2017

Junior Designer | Footprints E.A.R.T.H

October 2013 - September 2014