

Paresh Thakkar

Experienced UX/UI Engineer focused on building accessible digital experiences.

Relevant Experience

UX Designer/Front End Developer

Nov 2020 – June 2023

Commerce Dynamics, Toronto, ON

- Led the redesign of IHG's auctions marketplace, utilizing Figma, Photoshop, HTML, and SCSS, resulting in a **43%** increase in user engagement.
- Spearheaded the end-to-end creation of UFC Collectibles, achieved an outstanding **130%** increase in sales compared to forecasted figures.
- Collaborated with other designers and stakeholders to define problems, generate solutions, and formulate recommendations.
- Produced a range of assets, from low-fi wireframes to pixel-perfect user interface mock-ups, taking a user-centered design approach to test and iterate options for usability testing.
- Implemented MobileFirst design principles serving clients such as NFL, MLB, NHL, AHL, Icons, and F1, leading to a **27%** increase in mobile traffic.
- Mentored a team of **5 designers** in the development and implementation of high-quality user interfaces for various ongoing projects, ensuring alignment with industry best practices and standards.

Web UI Designer

July 2019 – Feb 2020

Fingertips, Toronto, ON

- Led the creation of a web application that can allow real estate agents to manage property listings.
- Designed site maps, user flows, wireframes and prototypes using Figma, aligned designs with brand guidelines, reducing design iterations by **20%**.
- Assisted UX Researchers and collected valuable user feedback, ensuring user perspectives were integrated effectively into the design process.

Frontend Developer

Sep 2017 – May 2019

Cetaris, Toronto, ON

- Designed and developed client-side application "Cetaris Approve" for repair and purchase orders related to fleet maintenance operations in an Agile Scrum environment.
- Designed a token-based authentication system using JWT, ensuring each server request is accompanied by a signed token verified for authenticity.
- Resulted in a **200%** increase in preorders, surpassing the forecasted numbers from key B2B clients such as Walmart, Swift, Loblaws before the launch.

Web Designer

Sep 2013 – Aug 2015

Bhavya Tech, India

- Utilized industry-standard design tools such as Adobe Photoshop and Sketch to create high-fidelity mockups and prototypes, streamlining the design process.
- Developed responsive websites using HTML, CSS, and JavaScript, ensuring seamless user experiences across all devices and platforms.
- Worked with CMS platforms like WordPress and Magento, customizing templates to improve site functionality and enhance user experience, resulting in a **40%** increase in content engagement.

Contact

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(647) 575-2438

<https://www.linkedin.com/in/pareshthakkar/>

Portfolio

<https://pgthakkar.github.io/myportfolio/>

Skills

Design

User-centered Design, Interaction Design, Information Architecture, User Research, Usability Testing, Journey Mapping, Interpretation, Prototyping, Wireframing, Typography, Mockups, Style Guides, WCAG (Web Content Accessibility Guidelines), Responsive Design

Programming Languages

Velocity Template, HTML, CSS, Sass/SCSS, PHP, JavaScript, TypeScript

Libraries & Frameworks

Agile (Scrum), Angular, Bootstrap, jQuery, Tailwind, Foundation

Tools & Platforms

Figma, Adobe XD, Photoshop, Illustrator, Visual Studio Code, Git, Balsamiq, Sketch, npm, Asana, JIRA, Slack, WordPress

Soft Skills Set:

Leadership, Communication, Team Integration, Empathy, Collaboration, Open-mindedness, Critical Thinking, Professionalism, Problem Solving, Adaptability, Accountability, Approachability and many more.

Education

Seneca College

Interactive Media Design

Indus University

Bachelors in communication

Certification



Google UX Design Professional Certificate

Coursera