Paresh Thakkar

🔗 Portfolio | 🔗 LinkedIn | ✉ tparesh22@gmail.com | 📞 (647)575-2438

EXPERIENCE

User Experience Designer

Commerce Dynamics | Nov. 2020 - June 2023

- Led strategic redesign of IHG One Reward, resulting in 4k+ new unique visitors within the first month of the launch.
- Collaborated with other designers and stakeholders to define problems, generate solutions, and formulate recommendations.
- Produced a range of assets, from low-fi wireframes to user interface mock-ups, taking a user-centered design approach to test and iterate options for usability testing.
- Implemented MobileFirst design principles utilizing web analytics data serving clients such as NFL, MLB, NHL, AHL, Icons, and F1.
- Mentored a team of 5 fellow designers in the development and implementation of high-quality user interfaces for various ongoing projects.

User Interface Designer

Fingertips | July 2019 - Feb. 2020

- Led the creation of a web application that can allow real estate agents to manage property listings.
- Applied user-centered design approach, heuristics evaluation, and industry best practices to develop experiences for variety for screen sizes.
- Designed sitemaps, user flows, wireframes and prototypes using Figma, aligned designs with brand guidelines, reducing design iterations by 32%.

Front End Developer

Cetaris | Sep. 2017 - May 2019

- Designed and developed client-side application "Cetaris Approve" for repair and purchase orders related to fleet maintenance operations in an Agile Scrum environment.
- 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

Bhavya Tech | Sep. 2013 – Aug. 2015

- 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.

SKILLS

- **Design**: User Experience, User-centered Design, Interaction Design, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups, Web Accessibility

- **Research**: User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy

- **Frameworks**: Agile (Scrum), Angular, Bootstrap

- **Software**: Figma, Adobe XD, Photoshop, Sketch, Illustrator, Invision, Visual Studio Code, Git, Balsamiq, Asana, JIRA, Slack, HTML, CSS, Sass/SCSS, PHP, JavaScript, TypeScript, WordPress

- **Visual Design**: Branding, Typography, Iconography, Web Design, Poster Design, Stylesheets and guidelines

- **Other skills**: Empathy, Leadership, Problem Solving, Rapid iteration, Cross-functional Collaboration and communication, Human-centric approach, provide and solicit feedback.

EDUCATION

Coursera   June 2023 – Sept. 2023
Google UX Design Professional Certificate

Seneca College   Jan. 2016 - Oct. 2017
Interactive Media Design

Indus University   July. 2009- June 2013
Bachelors in Computer Engineering