

# Paresh Thakkar

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## EXPERIENCE

### Freelance UI/UX Designer

Gray Acumen | Nov. 2023 - Jan. 2024

- Designed **30+** modern and responsive web pages for Gray Acumen, ensuring brand consistency and web accessibility through the implementation of a design system.

### User Experience Designer

Commerce Dynamics | Nov. 2020 - June 2023

- Led the complete user interface and user experience redesign for Intercontinental Hotel Group (IHG) One Rewards & Denver Broncos Marketplace; from these efforts, we were able to achieve **2k+** daily unique visitors within the first month of the launch.
- Successfully redesigned and optimized membership purchase and renewal flow using a human-centered design approach for Total Wine's website, resulting in a **20%** increase in user conversion rates and a significant reduction in customer complaints.
- Collaborated cross-functionally with executive stakeholders, product managers, marketing staff, and sales team to translate insights into actionable recommendations for North America's major sports clients like NFL, MLB, NHL, AHL, MiLB, UFC and F1.
- Provided mentorship to a team of **3** designers, guiding them in crafting and implementing high-quality user interfaces for diverse ongoing projects.

### User Interface Designer

Fingertips | July 2019 - Feb. 2020

- Designed, developed & launched a web application that can allow real estate agents to manage property listings, while also designing and implementing multiple high-performance web pages for the company's website.
- Gathered and evaluated user requirements in cross-collaboration with product managers and engineers to create wireframes, prototypes, mockups, detailed UI and visual design.
- Utilized a user-centered approach and conducted usability testing throughout the design and development process of the web application, leading to a **39%** decrease in user error rates and a **28%** increase in user satisfaction ratings compared to previous iterations.

### Front End Developer

Cetaris | Sep. 2017 - May 2019

- Designed and developed the B2B application "Cetaris Approve" for repair and purchase orders related to fleet maintenance operations in an Agile Scrum environment.
- Achieved a remarkable **200%** increase in preorders, surpassing the forecasted numbers from key B2B clients such as Walmart, Swift, and Loblaw's ahead of product launch.

## 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

Google UX Design Professional Certificate

June 2023 – Sept. 2023

### Seneca College

Interactive Media Design

Jan. 2016 - Oct. 2017

### Indus University

Bachelors in Computer Engineering

July 2009- June 2013