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

- Delivered high-quality, robust design and production code, serving clients such as NFL, MLB, NHL, IHG One Rewards, Mastercard, F1, UFC and more.
- Led the redesign of IHG's auctions marketplace, utilizing **Figma, HTML, SCSS**, and **JavaScript**, resulting in a **30%** increase in user engagement.
- Spearheaded the end-to-end creation of UFC Collectibles, employing **Bootstrap** and **Velocity template** technologies, achieved an outstanding **150**% increase in sales compared to forecasted figures.
- Implemented **MobileFirst** design principles, leading to a **45%** increase in mobile traffic and a **20%** rise in user satisfaction among mobile users.
- Directed and 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 new designs for web pages, aligning designs with brand guidelines, resulting in a **40%** increase in user engagement using **Figma**.
- Assisted UX Researchers in conducting comprehensive product evaluations and collected valuable user feedback, and ensuring user perspectives were integrated effectively into the design process.

Frontend Developer
Sep 2017 – May 2019

Cetaris, Toronto, ON

- Developed and maintained Client-Side Application for Enterprise Asset Management and Fleet Maintenance Solution in an Agile Scrum environment, leading to a **100%** increase in sales activities.
- Organized and optimized code, achieving unit test coverage of over 95% for all **TypeScript** and **HTML** code.
- Designed a token-based authentication system using JWT, ensuring that each server request is accompanied by a signed token verified for authenticity.
- Implemented Application state management using Redux with **Angular** (NgRx) for persistent state across browsers.
- Consumed **RESTful** web services and parsed JSON media types in Angular 6, 7, and 8.

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 and reducing design iterations by **20%.**
- 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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https://www.linkedin.com/in/pareshthakkar/

Portfolio

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

Skills

Design

UX Design, UI Design, Visual Design, User Research, Usability Testing, Prototyping, Wireframing, Typography, Mockups, Style Guides, Information Architecture, WCAG (Web Content Accessibility Guidelines), Responsive Design, Mobile-first Approach

Programming Languages

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

Libraries & Frameworks

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

Tools & Platforms

Visual Studio Code, Figma, Adobe XD, 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