URVI PRAJAPATI
UI/UX Designer

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LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Creative and detail-oriented **UI/UX Developer with 6+ years** of experience in building intuitive, responsive, and visually appealing user interfaces. Recently **transitioned into UI/UX Design** with a focus on user research, wireframing, and prototyping. Passionate about delivering user-centric digital experiences while leveraging strong development knowledge to collaborate seamlessly with developers and product teams.

UX/UI & PRODUCT DESIGN PROJECTS

Tim Hortons | UX/UI Designer
- Conducted comprehensive **user research**, including interviews and surveys, to understand customer motivations and needs, leading to a mobile app prototype addressing 95% of user pain points.
- Applied **Fluent Design language** and utilized **Advertiser Design System** principles to design visually engaging and user-centric interfaces, increasing user engagement by 40%.
- Collaborated with cross-functional teams, including **product managers** and **developers**, to iteratively improve designs and exceed stakeholder expectations.

Toronto Zoo | Product Designer/ UX/UI Designer/ UX Researcher
- Developed a detailed **user research plan** and conducted usability testing on navigation and hi-fi prototypes, resulting in a 20% improvement in user satisfaction.
- Used insights from testing to implement design enhancements, reducing user errors by 15% during the membership purchase process.
- Created responsive designs for mobile and web that improved conversion rates by 30%, aligning the design process with business and customer goals.

Humber Current | UX/UI Designer/ Researcher/ Team Lead
- Led a user-centered redesign of the Humber Current portfolio portal using **Agile methodology**, improving student-graduate relationships by 30% and creating a vibrant online community.
- Delivered the project by collaborating effectively with **software development** and **content strategy** teams, ensuring smooth implementation and timely project delivery.
- Improved portal user experience by 40%, significantly increasing engagement among students and alumni.

WORK EXPERIENCE

UI/UX Designer | Skill Squirrel, Toronto, Canada
Sep 2024 – Dec 2024
- Designed portal for jobseekers to maintain multiple profiles so that job seeker can apply for different jobs at the same time with different profile and skillset.
- Redesigned subscription page to align more with the client's needs and user needs, added specification to downgrade the current package.
- Redesigned cards to accumulate 60-character space for heading.

UI/UX Design Intern | Transformers Academy, Toronto, Canada
Sep 2023 – Nov 2023
- Developed a **data-driven UI/UX strategy** for the website, boosting user satisfaction by 20% and improving usability metrics by 15%.
- Championed **inclusive design** by implementing accessibility standards, enhancing the reach and usability for 15% more users with disabilities.

TEST ENGINEERING ANALYST | Accenture, Mumbai, India
Client: The Hartford
Aug 2021 – Nov 2022
- Developed and maintained UI for **The Hartford's Personal Business Line quote** tools, which were successfully released in 2021.
- Coordinated requirements among developers and designers to ensure seamless alignment between app functionality and design expectations.
- Created pixel-perfect, responsive UI from provided designs, ensuring cross-browser compatibility using HTML5, SCSS, and Angular.

SOFTWARE DEVELOPER | Netlink Software, Pune, India
Jan 2021 – Aug 2021
- Created journey maps, target personas, and designed wire frames, mock-ups, screens, and workflows.
- Helped team with involvement for Sprint planning (requirement gathering and estimation).
- Used OutSystems for creating Themes as per Client requirement and creating pixel perfect UI as per mockups provided by UX team.

TECHNICAL SPECIALIST CONSULTANT | Zeus Learning PVT. LTD., Mumbai, India
Sep 2017 – Jan 2021
- Designed over 50 interactive simulation screens, enhancing learning for over 10,000 users, with a focus on **responsive, user-centric design** principles.
- Created e-learning modules that reduced learning time by 25% and improved user comprehension, applying insights from usability testing and **interaction design**.

EDUCATION

Humber College   **Toronto, Canada**
Post Graduate Certificate in UX Design

University of Mumbai   **Mumbai, India**
Bachelor's of Engineering in Information Technology

TECHNICAL SKILLS

Design & UX: Visual & Interaction Design, Wireframing, Prototyping, Usability Testing, Customer Journey Mapping, Flow chart, User Research, Visual Design, Typography

Programming Languages & Framework: JavaScript, TypeScript, React, Angular, Bootstrap

Tools: Figma, Sketch, Adobe XD, Miro, InVision, Framer, Jira, FigJam