

URVI PRAJAPATI

UI/UX Designer and Developer

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Portfolio: <https://prajapatiurvi977.github.io/portfolio/>

PROFESSIONAL SUMMARY

Dynamic Front End Developer with over 5 years of experience in UI/UX design and front-end development. Expert in creating user-facing data experiences using react.js, Angular, and other web frameworks. Skilled in building reusable code and libraries, and delivering high-quality, customer-focused software solutions. Adept in working within agile environments and staying current with emerging web technologies and trends.

WORK EXPERIENCE

Transformers Academy

UI/UX Design Intern, Design Team

Toronto, Canada

Sep 2023 – Nov 2023

- Partnered with cross-functional teams to design and evaluate curriculum and assessment models, incorporating lifelong learning, experiential learning, and trauma-informed principles.
- Conducted in-depth user research and analysis to develop data-driven UI guidelines for the company's website, resulting in a 20% increase in user satisfaction and improved key usability metrics by 15%.
- Led multiple interactive user testing and feedback sessions with diverse target audiences to gather valuable insights and refine designs, leading to a significant 10% decrease in bounce rate and impressive 15% increase in conversion rate on the company website.
- Communicate closely with cross-functional teams including software developers, marketing, content strategy, and product team to enhance the UI/UX of AI-driven course builder, resulting in an outstanding 30% improvement in product's UI.

Accenture

Front End Developer, Front End Development Team

Mumbai, India

Aug 2021 – Nov 2022

- Played a pivotal role in the design and implementation of user interfaces for insurance web applications using Angular and Java resulted in 75% user engagement.
- Conducted usability testing, refined user interfaces, and collaborated with back-end teams to integrate front-end components with server-side logic.
- Contributed to a project that improved user conversion rates by 20% through optimized front-end features.

Netlink Software

Software Developer – Software Development Team

Pune, India

Jan 2021 – Aug 2021

- Actively participated in sprint planning and provided accurate estimations for front-end tasks.
- Developed and maintained high-quality solutions, ensuring scalability and performance.
- Specialized in the development and optimization of front-end features using React and Bootstrap.
- Crafted pixel-perfect user interfaces from provided mock-ups, focusing on creating intuitive and responsive designs.
- Facilitated knowledge-sharing sessions, leading discussions on best practices in front-end development, debugging, design integration and creation of framework agnostic UI libraries.
- Designed and implemented a design system tailored to client specifications, promoting design consistency and scalability across projects.

Zeus Learning PVT. LTD.

Technical Specialist Consultant – XML taggers Team

Mumbai, India

Sep 2017 - Jan 2021

- Creating simulation screens using SVGs and applied logic to make modes of learning such as observation, practice and apply.
- Created E-learning screens for accounting project according to mock-ups provided by UX team, and by binding data from XML to JSON.
- Engaged in the end-to-end front-end development of e-learning platforms, from UI creation to full implementation.
- Developed user-centric e-learning platforms with data-binding and interactivity.
- Regularly collaborated with global teams to update Solution Design Reports ensuring web standards.
- Created E-learning Courses by developing simulation of MS-Office using JavaScript, HTML, CSS.
- Handled calls with clients on weekly basis to gather requirements and their feedback.
- Mentored and trained new team members and provided thorough knowledge transfers explaining client needs and requirements.

SKILLS

TECHNICAL SKILLS

Design: UX/UI Design, Wireframing, Prototyping, User testing, Web Layout Design, Journey Map, Personas

Languages: React, Angular, JavaScript, HTML, CSS, LESS, SASS, Typescript, SQL

Tools: Figma, Adobe XD, InVision, Fig Jam, Miro, WIX, Square Space, Webflow, Canva, Sketch, Illustrator, Photoshop

Version Control & Development Tools: JIRA, GIT

SEO & Analytics: Understanding of Search Engine Optimization (SEO) practices, Google Analytics

ADDITIONAL SKILLS

- Strong problem-solving skills and ability to explain and justify ideas.
- Proven project management capabilities in startup environments.
- Proven ability to work in collaborative work environment.
- Excellent communication skills, both written and verbal.
- Experience in an agile environment, working with Scrum/Kanban methodologies.

EDUCATION

Humber College

Post Graduate Certificate in UX Design

Toronto, CA

Dec 2023

University of Mumbai

Bachelor's in Computer Science (Information Technology) engineering

Mumbai, India

May 2017