

# URVI PRAJAPATI

UI/UX Designer | Web Designer | Product designer | Web Developer

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## PROFESSIONAL SUMMARY

Result oriented and innovative UX/UI Designer with over 5 years of experience in creating compelling digital experiences across responsive digital platforms. Adept at user research, designing intuitive interfaces, and collaborating with cross-functional teams to deliver user-centric solutions. Seeking to leverage my expertise at fintech world to contribute to the creation of best-in-class digital products.

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## WORK EXPERIENCE

### Transformers Academy

*UI/UX Design Intern, Design Team*

**Toronto, Canada**

*Sep 2023 – Nov 2023*

- Spearheaded a design project that increased user retention by 60% through the implementation of gamification strategies.
- Led UI/UX design projects enhancing user engagement and retention through research-driven, responsive design solutions on Figma.
- Developed and tested interactive web applications ensuring accessibility (WCAG 2.0 standards) and cross-browser compatibility, leading to a 20% increase in website conversions.
- Collaborated effectively with product teams and developers to ensure the technical feasibility and optimization of UI/UX designs.

### Accenture

*User Experience Designer, 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 React 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

*UX/UI Designer– Software Development Team*

**Pune, India**

*Jan 2021 – Aug 2021*

- Led the redesign of a key product feature that resulted in a 30% improvement in user interaction and satisfaction.
- Provided technical guidance to junior designers, fostering a positive team environment, and promoting professional growth.
- Enhanced user experience by designing intuitive interfaces and conducting rigorous user testing to gather actionable feedback for iterations.
- Conducted User Interviews, Usability test, market research for the product improvement.

### Zeus Learning PVT. LTD.

*UI Designer/Developer – XML taggers Team*

**Mumbai, India**

*Sep 2017 - Jan 2021*

- Developed user-centric e-learning platforms using Angular and SCSS, focusing on responsive design and mobile-first principles.
  - Developed e-learning modules that reduced learning time by 25% while improving user comprehension.
  - Designed and developed a responsive design system and reusable components with SCSS and Angular.
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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

SKILLS

TECHNICAL SKILLS

**Design & Development:** UX/UI Design, Wireframing, Prototyping, Responsive Web Design, Mobile-First Development, Front-End Development, Microsoft SQL

**Unit Testing:** Jest, Jasmine

**Deployment:** AWS, S3 bucket, Lambda function

**Languages:** HTML5, CSS3, SCSS, JavaScript, TypeScript, Angular, React

**Tools:** Figma, Adobe XD, InVision, Sketch, Miro, Canva, Illustrator, Photoshop, Adobe After Effects, Adobe Flash

**Version Control & Development Tools:** GIT, Bitbucket, JIRA

ADDITIONAL SKILLS

- Strong problem-solving skills with a proven ability to work collaboratively.
- Excellent communication skills, adept at stakeholder engagement and team collaboration.
- Experienced in Agile and Scrum methodologies, adept at rapid prototyping and iterative design.