

Google certified detail-oriented UI/UX Designer with over 5 years of experience in creating intuitive and visually appealing user interfaces for web applications and websites. Proven track record of collaborating with cross-functional teams to deliver exceptional design solutions. Seeking a challenging role in graphical interface design within the building automation system industry, where I can leverage my expertise to drive exceptional user experiences and contribute to innovative projects.

## Technical Skills and Knowledge

- **Design Tools:** Adobe Creative Suite (Illustrator, Photoshop, XD), Sketch, Figma, InVision, Axure RP, CorelDraw, InDesign
- **Front-end Technologies:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, Material UI, ReactJS (Redux, React Routing, JSX, NPM, Hooks, State), Angular, Foundation, Tailwind CSS
- **Version Control & Collaboration:** Git, GitHub, Confluence, JIRA, Bitbucket
- **Others:** JSON, XML, TypeScript, SCSS, SASS, LESS, WordPress, APIs, Command Line, Microsoft Office, Asana

## Work Experience

### **UI/UX Designer – TELUS Digital, Toronto, ON**

Mar 2023 – Feb 2024

- Collaborated with cross-functional teams to understand project requirements and create intuitive, visually appealing, and interactive user interfaces for web applications and websites.
- Conducted user research and usability testing to gather feedback and refine designs, ensuring seamless user experiences.
- Developed responsive web designs, ensuring optimal viewing and interaction experiences across various devices and platforms.
- Utilized HTML, CSS, JavaScript, and front-end frameworks to implement designs and enhance user interactivity.
- Worked closely with back-end developers to integrate front-end interfaces with server-side applications, ensuring smooth data exchange and functionality.
- Implemented best practices in UI/UX design, including information architecture, wireframing, prototyping, and visual design, to create user-centered designs.
- Conducted regular code reviews and provided constructive feedback to peers, ensuring code quality, performance, quality assessment, and adherence to coding standards.

### **UI/UX Designer – Majorel, Waterloo, ON**

July 2021 – Jan 2023

- Led the redesign of the company website, resulting in a 9% increase in website traffic and a 4% boost in conversion rates.
- Conducted competitor analysis and market research to identify design trends and user preferences, incorporating findings into design strategies.
- Collaborated with marketing teams to create visually appealing and effective promotional materials, maintaining brand consistency across all touchpoints.
- Developed and maintained design systems, ensuring consistency and cohesiveness across multiple projects and platforms.
- Mentored junior designers, providing guidance on best practices, design principles, and emerging trends in the UI/UX field.
- Presented design concepts and prototypes to clients, gathering feedback and incorporating suggestions to refine the final deliverables.

### **UI/UX Designer – Vastness Technology, Ahmedabad, IN**

July 2017 – Mar 2021

- Led the UI/UX design efforts for a client's website, resulting in a 19% increase in user engagement and 7% improvement in user satisfaction.
- Collaborated with product managers, developers, and stakeholders to define project requirements and goals, ensuring alignment with business objectives.

- Conducted user research and usability testing to gather feedback and iterate on designs, resulting in a 12% enhancement in overall user experience.
- Created wireframes, interactive prototypes, and high-fidelity mockups using industry-standard tools such as Sketch, Adobe XD, InVision, Axure RP, and Figma.
- Implemented responsive design principles to ensure seamless user experiences across various devices and screen sizes.
- Worked closely with front-end developers to oversee the implementation of designs, ensuring pixel-perfect accuracy and maintaining design integrity.

## Education

- ❖ **Bachelor of Engineering - Computer Engineering** May 2017  
Gujarat Technological University, IN

## Certificates

- **User Experience (UX) Design Certification** – Google Mar 2024
- **HTML, CSS, and JavaScript for Web Developers** – Johns Hopkins University Aug 2022
- **Front-End Web Development with Angular** – Hong Kong University of Science & Tech. April 2023
- **Front-End Web Development with React** – Hong Kong University of Science & Tech. Sep 2022
- **Front-End Web UI Frameworks and Tools: Bootstrap** – Hong Kong University of Science & Tech. Aug 2022

## Projects

### **Hospital Management System UI/UX Design**

- Led the comprehensive UI/UX design initiative for a Hospital Management System, overseeing the transformation of outdated processes into intuitive digital solutions.
- Implemented a user-friendly dashboard, resulting in a remarkable 20% reduction in administrative errors and a significant improvement in staff efficiency.
- Utilized iterative design methodologies, including A/B testing, to refine user interactions, leading to a notable 15% increase in patient engagement with the online appointment system.
- Employed user persona development and customer journey mapping to ensure alignment with end-user needs and preferences throughout the design process.

### **Relox Virtual Lab UI/UX Redesign (Mobile App, Admin Portal)**

- Directed the redesign of Relox Virtual Lab's mobile app and admin portal, focusing on enhancing user experience and navigation across multiple platforms.
- Implemented CSS3 animations and transitions to create visually engaging interfaces, resulting in a substantial 30% increase in user engagement and a commendable 10% decrease in bounce rates.
- Collaborated closely with stakeholders to gather feedback and iterate on design concepts, ensuring alignment with business objectives and user expectations.
- Demonstrated versatility by seamlessly integrating design improvements across both mobile and desktop interfaces, maintaining consistency and usability across all touchpoints.

## Additional Information & Skills:

- Mobile Design (iOS and Android), Cross-browser compatibility, UI Animation, Accessibility standards (WCAG), A/B Testing, Design Systems, Content Strategy, User Persona Development, User Flow Diagramming, Customer Journey Mapping, UI/UX Trends Awareness, Innovation Mindset, Rapid Prototyping, Media Query, Responsive Typography