

EXPERIENCE

- Product Designer** — Velosaty (Sports Excitement)

August 2023 - Present

 - Led agile end-to-end design and launch of a student-athlete mentorship platform, using 30+ user interview insights for an intuitive experience and enhancing the core design system to boost cross-functional collaboration by 50%.
- UX/UI Designer** — SONNY (Sports Excitement)

May 2023 - January 2024

 - Designed and delivered e-commerce interfaces (desktop/mobile) with end-to-end design, boosting navigation by 20% and establishing a consistent design system that cut iteration time by 15%.
- Front end developer** — Broadridge Financial Solutions

January 2021 - May 2023

 - Developed a Fintech trading platform's dashboard with accessible, user-centric solutions for faster task completion (15%) and provided a UI library report that sped up development (12%).
- Product Designer** — Work as Freelancer

June 2017 - December 2020

 - Designed responsive, user-centric websites for diverse B2B/B2C industries enhancing brand presence, engagement, and functionality through intuitive, accessible end-to-end solutions based on client needs.
- Web Designer** — Cactus Creatives Pvt.Ltd.

January 2016 - May 2017

In-person | Gujarat, India

 - Strategically redesigned and launched websites, increasing client conversion rates by 20%, through data-driven competitive analysis and optimized user flows, and consideration of accessibility (WCAG) principles.
- Web Designer** — Digital Xpressions

March 2012 - February 2014

In-person | Pune, India

 - Created responsive websites that enhanced user engagement by 25%, translating complex business objectives into intuitive digital experiences.
- Web Designer** — Cactus Creatives Pvt.Ltd.

August 2010 - November 2011

In-person | Gujarat, India

 - Developed intuitive user interfaces, reducing user navigation errors by 15%, and significantly improving overall site usability and user satisfaction.

EDUCATION & CERTIFICATIONS

- P.G. Diploma in Multimedia (Explorra school of design) - 2011
- Master of Computer Application (Gujarat University, India) - 2010
- B.S. in Microbiology (Gujarat University, India) - 2007
- Google UX Design (Coursera) - 2022 • Accessibility (IxDF) - 2025 • AI for Designer (IxDF) - 2024

SKILLS

- Design:** Prototyping • Wireframing • User Flows • High-Fidelity Visuals • Design System • Web Accessibility • Responsive Design • App Design • Cross-functional Collaboration
- Research:** Usability Testing • User Research • Data Visualization • User Flows • User Interview • Data Analysis
- Tools:** Figma • Adobe XD • Miro • Google Analytics • Photoshop • AI Tools • Framer • ZeroHeight • Canva
- Development:** HTML • CSS • JavaScript • React

