
EDUCATION

Northeastern University, Boston, MA
Master in Information Systems

May 2025
GPA: 3.35

Marwadi University, Rajkot, Gujarat
Bachelor of Engineering, Information Technology

May 2016
GPA: 3.2

PROJECTS

Adoptify (Figma) | [Project Demo](#)

- Designed and prototyped, a child adoption platform, enabling users to view child profiles, apply for adoption, and support through donations. Integrated user profile management for a personalized experience, demonstrating expertise in user-centric design and prototyping.

Reddit Redesign for Enhanced User Experience (Moqups) | [Project Demo](#)**October 2024**

- Redesigned Reddit's interface to improve user navigation, content discovery, and accessibility. This project features a streamlined onboarding process, intuitive navigation, and a modernized UI that makes the platform more approachable for new users. The redesign addresses common pain points with Reddit's complex layout, ensuring a cohesive experience on both web and mobile.

Netflix UI Designing (Moqups) | [Project Demo](#)**October 2024**

- Developed core screens for a Netflix-like application, including Splash, Login, Signup, Profile Selection, and Home. The project emphasizes user-friendly interactions with clear action prompts and accessibility features. The UI is designed to deliver a smooth, intuitive experience across all screens, providing a visually cohesive and accessible flow for users.

BestBuy Website User Designing (Moqups) | [Project Demo](#)**October 2024**

- Revamped BestBuy's e-commerce interface, focusing on the complete user journey from browsing to checkout. Key elements include redesigned product browsing, account management, third-party login options, and a streamlined checkout process. The redesign simplifies navigation and enhances the shopping experience, making account management intuitive and efficient.

Safe Harbour Youth (React, Node.js, Tailwind CSS, Restful APIs, Stripe) | [Git](#)**April 2024**

- Developed a React-based platform to support youth facing challenging circumstances, offering a secure space to report issues and access resources. Key features include a Youth Connect Portal, NGO management system, video resources for education, and Stripe integration for donations. The platform is user-friendly and designed to empower and connect youth with supportive services.

Meeting Notes (React, Node, Rest API) | [Git](#)**March 2024**

- Built a React-based notes and reminders app that allows users to add, edit, and manage tasks with ease. Features include toggling task completion status and persistent data storage through a Node.js backend. The app's interface is streamlined with MaterialUI for a clean, efficient user experience.

WORK EXPERIENCE

Silicon IT Hub

Sales Data Analyst

Ahmedabad, India

April 2019- May 2023

- Managed Led a team of 5, optimizing business processes and boosting conversion rates by 20%.
- Surpassed sales targets through strategic pre-call efforts, closing a \$370K project within 5 months.
- Established CRM systems, improving customer satisfaction from 72% to 97%.

MSP IT Concepts

Sales Data Analyst

Ahmedabad, India

August 2018- March 2019

- Analyzed Enhanced new business opportunities by 30% through campaign analysis and lead generation.
- Managed client follow-ups, producing weekly sales reports to streamline engagement.

WhiteFox Global Solutions

Sales Development Representative

Amreli, India

April 2017- July 2018

- Executed the full sales cycle, from lead generation to closure, aligning with client needs.

SKILLS

UI/UX Design & Prototyping: Figma, Adobe XD, Balsamiq, Moqups, Sketch, Wireframing, Interactive Prototyping, User Flows**Programming Languages:** React, Java, Redux, Python, JavaScript, TypeScript, Angular, Vue, Express, Bootstrap, Machine Learning, PHP**Web Technologies:** HTML5, CSS, Material UI, Tailwind CSS, WordPress, Restful API development, JSON, Node.js, MongoDB, Webflow**Development Tools:** Git, Visual Studio Code, Agile Methodologies, JIRA, Power BI, Slack, Figma, Adobe XD