Divyesh Rathod

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SUMMARY

Meet me - A UI / UX Designer, I design intuitive digital experiences that drive results for businesses.
Help startups and businesses for the visual designs, user research and establishing brand value.

EXPERIENCE

Graphic Designer
Eleics Design Private Limited   **January 2024 - Present, Gandhinagar, Gujarat**
· Developed visually compelling graphic designs for company branding materials, including logos, brochures, and marketing collateral, resulting in a 50% increase in brand recognition and customer engagement.
· Conducted usability testing and gathered feedback to iteratively improve design solutions, resulting in a 25% increase in user satisfaction scores and a 15% decrease in support tickets.

Wordpress And UI/UX Designer Intern
Cutesy India   **November 2022 - August 2023, Gandhinagar, Gujarat**
· Led the redesign of the WordPress website, resulting in a 30% increase in user engagement within the first three months post-launch.
· Designed an intuitive e-commerce interfaces for clients, resulting in a 50% increase in online sales & a 20% improvement in checkout.
· Developed custom WordPress themes tailored to client specifications, resulting in a 40% decrease in website load time and a 50% improvement in overall site performance.

PROJECTS

Task Management App Design
https://drive.google.com/drive/folders/1x3jLljk0R9nEwfWgLANy_ZujBEqCmAbC?usp=drive_link · April 2023 - April 2023
· Designed a task management interface that improved task completion rates more than before.

Food Delivery App Design
https://drive.google.com/drive/folders/1zW5GwAmfloD-pPMvxh8542imZBJ7CVgE?usp=drive_link · February 2023 - February 2023
· Created visually appealing interfaces that showcased food items effectively, resulting in a 50% increase in click-through rates on menu items.

Nike Shopping Design
https://drive.google.com/drive/folders/1xZPGC9Nfqs1BVGtNv6qYkRuy8CjVa7e2?usp=drive_link · August 2022 - August 2022
· Designed visually compelling interfaces that aligned with Nike's brand identity, resulting in a 45% increase in user engagement.

EDUCATION

Bachelor Of Engineering In Computer Engineering
Government Engineering Collage · Gandhinagar, Gujarat · 2024 · 7.67

Diploma Engineering in Computer Engineering
Tapi Diploma Engineering · Surat, Gujarat · 2021 · 8.73

CERTIFICATIONS

I2C2 Hackathon Winner
I2C2 Organization · 2023
· Led the visual UI/UX design team that secured winning place in I2C2 hackathon, a 9 DAYS long event focused on more user centric parts.
· Award winning participant in the I2C2 Hackathon, recognized for demonstrating excellent user centric designs.

SKILLS

Designing : Visual Designs, UI/UX Design, Prototyping, Wireframing, User Research, Typography, User Flow, Information Architecture, Usability Testing, Video Editing
Tools : Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, Canva, Davinci Resolve
Front End : HTML, CSS, JS, Bootstrap