Shaily Sutaria

Get in touch!

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Software

- Adobe XD
- Adobe Photoshop
- Sketch
- Adobe Illustrator
- HTML5
- CSS
- Javascript
- Github
- Figma
- MySQL

Skills

- Business Strategy
- User Experience(UX)
- User Interface(UI)
- Digital Marketing
- Design process
- Product design
- Web/Mobile testing
- Communication
- Prototyping
- Wire-frames
- Personas
- Journalistic Writing
- Sketching
- Art and Design

Work Experience

Web Designer
Resha Enterprise Inc. | Sunnyvale, CA | Jan 2021 - Present

- Created mock-ups, wire-frames, UX audit and web design for Resha enterprise resembling an e-commerce website company using Adobe XD
- Designed and implemented the company website for web and mobile users using WIX considering design solutions that correspond to branding concept of the product

UI/UX Intern
Block Force Capital Inc. | San Diego, CA | Oct 2020 - Feb 2021

- Created low to high fidelity wire-frames for the redesigns based on the requirements and enhanced the user experience to build trust and increase activity by 40% for new investors
- Implemented wire-frames and prototype concepts for Block Force website, mobile web and native apps
- Assist with in-house and on-line user testing
- Collaborate with product teams to define and prioritize user experience research questions

Sales Associate
Chicos Inc. | Palo Alto, CA | Aug 2019 - Jan 2020
- Helped in meeting company sales goals by utilizing sales techniques and communicating product knowledge to the customer
- Participated in visual directives including monthly store sets and zone maintenance.

Co-founder and CEO
Shails and Pals Inc. | Ahmedabad, India | Apr 2008 - Dec 2018
- Co-founded company and lead team of 10-15 people to serve more than 500 customers across globe for more than 10 years
- Managed entire product design process from initial market research to sketching/designing, communication and delivering the end product

Project

Cloud-sync
March 2020 - Aug 2020

Cloud-sync is a cloud storage application that stores users data securely. The product can sync, upload and share your files real-time on the cloud

Education

UC- Santa Cruz, Santa Clara, CA
UI/UX and Web Designing | 2019 - Present | GPA: 3.6

Courses completed: Adobe Illustrator/Photoshop/XD/Animation, HTML5 Fundamentals, Advanced HTML5 & JavaScript APIs, Visual Designing, Advanced CSS , User Experience design fundamentals and Advanced

Gujarat University
Masters and Bachelors in Commerce | 2006 - 2011 | GPA: 3.8