

# Tirth Jivani

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## EXPERIENCE

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### Product Designer

Dec. 2021 - Present

SellerApp | Bangalore, IN

- Designed a customized AI-powered e-commerce intelligence platform, catering to over **3k daily users** and **2.45M monthly visits**. Performed extensive creative brainstorming and user research to understand customer behavior and alleviate **30% strain** in Amazon listing.
- Collaborated with the SellerApp team to design intuitive and user-centered buyer and seller platforms, using design thinking principles. Contributed to the **future revolution** of India through ONDC's innovative solutions.

#### Key Accomplishments:

- Achieved a significant **30% increase** in monthly sellers' enrollment and generating leads.
- Projected more than **10% of revenue profit** (~\$1M) for sellers through the SellerApp platform.
- Implemented **experimental features** on the dashboard to optimize the user experience and facilitate day-to-day operations.

### Product Intern

Dec. 2020 - Jul. 2021

Truein | Pune, IN

- Collaborated with a cross-functional team of **25+ members** to ideate and develop a cutting-edge touchless solution for Employee Attendance and Visitor Management. Applied design principles and leveraged my design expertise to craft an engaging and intuitive dashboard which was developed in AngularJS and PHP.
- Successfully delivered seamless experiences to **150+ client companies**, serving a user base of over **25,000 unique individuals** on a daily basis.

### Startup

Jun. 2020 - Sept. 2020

meriStreet | Kanpur, IN

- Collaborated closely with **passionate individuals from IIT Kanpur** to conceptualize an innovative e-commerce platform, aimed at empowering businesses in tier 2 cities to establish a strong online presence.
- Presented** the solution to local business shops, successfully convincing them to integrate the app seamlessly into their daily operations.

## EDUCATION

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Google | Specialization in UX Design.

2021

- Completed rigorous training designed for entry-level job readiness. **15 modules** included topics like UX research fundamentals, inclusive design, low-fidelity & high-fidelity prototypes, & tools like Figma & Adobe XD.
- Completed **hands-on projects** & developed a portfolio including 3 projects to receive the certificate.

Ahmedabad University | Bachelor of Technology in Information and Communication Tech.

2017-2021

- Chairperson**, IEEE; **Volunteer**, 5 International Conferences and **organized 30+** events.
- Partnered with juniors to introduce Design Club for Ahmedabad University.

## SKILLS

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Wireframing and Prototyping (AdobeXD, Figma, Sketch, and others) | Usability Study | UX Research | Critical Thinking | Creative Problem Solver | Desire to learn | Attention to Details | Leadership | Patience | Curiosity | Frontend Code

## HOBBIES

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Photographer | Videographer | Video Editor | Creative Impactful Presenter | Ideation