Tirth Jivani

Minimalist Designer & Developer | Crafting impactful
Branding & Visual Identities

3yrs of experience
tirthjivani.in
tirthjivani17@gmail.com
9898219779

EXPERIENCES

Product Designer   Dec 2021 - **Present**

SellerApp | Bangalore, IN

- Designed an AI-powered e-commerce platform, **tripling daily active users** & driving monthly visits to **2.45 million**. Improved seller listing creation by **30%**.
- Spearheaded the design and presentation of the ONDC Gen AI Listing Tool at **Google I/O India**, resulting in a **50% reduction in listing creation time** for businesses.
- Developed a comprehensive **Design System** for the platform & implemented data-driven features to **optimize user experiences** & increase monthly seller enrollment by **30%**, generating valuable leads for SellerApp.
- Created a **set of 5** featurewise reusable templates and pitch decks aligned with the **Design System**, ensuring consistent brand messaging and a **50% reduction** in rework for the Sales & CS team.

Product Intern   Dec 2020 - Jul 2021

Truein | Pune, IN

- Collaborated on a Touchless Employee Attendance & Visitor Management system for **150+ clients**, serving **25,000 daily users**.
- Designed an **engaging & intuitive responsive dashboard** using UX principles to streamline workflows.

Startup   Jun 2020 - Sept 2020

MeriStreet | Kanpur, IN

- Collaborated with IIT Kanpur to design an e-commerce platform for tier **2 cities**, onboarding more than **7 local businesses** and boosting their online presence.
- Successfully negotiated with over **20% of targeted local businesses** to adopt the platform, streamlining their operations.

Internship   May 2019 - Aug 2019

IIRS, ISRO | Dehradun, IN

- **Independently designed & developed** a web application, **reducing human effort by 50%** & streamlining alumni record tracking, attendee registration, & bilingual certificate printing for events & seminars.
- Designed a user-friendly interface through user research and collaboration with the administration.

EDUCATION

Google | Specialization in UX Design.

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

Ahmedabad University | Bachelor of Technology in ICT.

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

SKILLS

Product Skills - Art Direction, Branding, A/B Testing, Product Analytics, Story Telling,
UX Design - User Research, Wireframing, Advanced Prototyping, Micro Animations, Usability Testing
Design Tools - Figma, Framer, Webflow, Adobe XD, Invision Studio, Sketch
Development - HTML, CSS, JavaScript, ReactJS, AngularJS, Framer Motion
Soft Skills - Communication, Creativity & Innovation, Business Acumen, Time Management & Prioritization, Collaboration, Human-Centered Design