Tirth Jivani

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EXPERIENCE

UX Designer   Dec. 2021 - Present
SellerApp | Bangalore, IN

Customized AI-powered e-Commerce Intelligence platform, used by more than 5 million users and 2.45 billion monthly visits. Introduced countless features and experiments to study customer behavior & help sellers **reduce 30% strain** in listing on Amazon.

Key Accomplishments:
- Significantly **increased 20%** sellers enrollment monthly.
- Projected sales 2021 says **27% revenue profit (~$100B)** of sellers was out from SellerApp platform.
- Designed various experimental features on the dashboard to understand the user behavior and customized the features for more easy day-to-day use.

Software Developer Intern   Nov. 2014 - Dec. 2016
Truein | Pune, IN

- Coordinated with a team of **25+ members** for developing a creative touchless solution for Employee Attendance and Visitor Management.
- Engineered dashboard in AngularJS and PHP, for **150+ clients**, allowing **25,000+ unique** users each day.

Software Developer   June 2010 - July 2014
meriStreet | Kanpur, IN

- Collaborated with **enthusiasts of IIT Kanpur**in originating an e-commerce platform for businesses in tier 2 cities to consolidate local stores to online business.
- Presented the solution to local business shops, who adopted the app into daily workflow

Intern   2008 - 2010
Indian Institute of Remote Sensing | Dehradun, IN

Designed and developed a brand-new web application for their internal use reducing the human effort by 50%. Collaborated with the admins to host a portal for tracking records of alumni, registering an attendee in workshops with bilingual details, and printing detailed bilingual certificates, in English and Hindi, for enlisted events and workshops.

Key Responsibilities:
- Create a User-friendly UI for the Administrator office to use daily.
- Designing a bilingual certificate with digital signatures.

EDUCATION

Google | Specialization in UX Design.   2021
- Completed a 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
- GPA: 3.0/4.0
- *Chairperson*, IEEE; *Volunteer*, 5 International Conferences and organized **30+** events.

SKILLS

Wireframing and Prototyping (AdobeXD, Figma, Sketch, and other) | Usability Study | Apple Keynote/Pages | Frontend development (React, Angular) | Creating thinking | Desire to learn | Attention to Details | Leadership | Patience | Curiosity