

PROFILE

A research driven UX designer adept in graphic design, combining creativity and empirical analysis to develop intuitive user experiences. Experienced in integrating insights to create designs that significantly improve user satisfaction and engagement.

EDUCATION

Postgraduate degree in User Experience & Digital Marketing | St. Lawrence College, Kingston2022 - 2024

Bachelor of Design in Visual Communication | Unitedworld Institute of Design, Ahmedabad2015 - 2019

EXPERIENCE

- CITY OF KINGSTON | UX DESIGNER

JAN 2024 - APR 2024

 - Spearheading UX enhancements for Kingston's housing portal, prioritizing accessibility, functionality, and usability.
 - Conducting in-depth user research to understand the unique needs of students seeking housing information and services.
 - Collaborating closely with stakeholders to align on project objectives and prioritize features for maximum impact.
- ST. LAWRENCE TEACH@SLC Portal | UX RESEARCHER & DESIGN SPECIALIST

SEPT 2023 - DEC 2023

 - Led the redesign of the student support page by conducting comprehensive user analysis, including client meetings, heuristic evaluations, and comparative scans, resulting in a 32% increase in user satisfaction and usability.
 - Executed primary research, usability testing, and interviews, which led to the creation of low-fidelity and high-fidelity wireframes, ensuring user-centric design solutions and achieving a 23% reduction in user errors.
 - Implemented the final design, conducted design critique sessions, and delivered a final prototype with client packaging, emphasizing content hierarchy, clear link navigation, and user-friendly information layout, contributing to a 40% improvement in user engagement.
- OAT & MILL, CANADA | WEB DESIGN INTERN

MAY 2023 - AUG 2023

 - I focused on website design and development using platforms like Figma, Adobe XD, Framer, Wix, and EditorX. I organized information on the website to improve user clarity, addressing previous issues of scattered content.
 - Developed multiple wireframes, prototypes, effectively communicating design concepts
 - Actively participated in design critique sessions, offering innovative solutions that increased the creative output and design quality
 - Contributed significantly to the creation of a visually appealing and user-friendly website through collaborative teamwork and practical application of UX design principles.
- TATA CONSULTANCY SERVICES | UX DESIGNER

SEP 2019 - SEP 2022

 - Collaborated with developers and design leaders to create visually appealing interface designs for the US Bank app, resulting in a 30% improvement in user engagement and satisfaction.
 - Developed wireframes and prototypes iteratively based on feedback, leading to a 24% reduction in design approval time.
 - Crafted responsive layouts with micro-interactions, enhancing the user experience and increasing user retention by 15%.
 - Contributed to the redesign of the Walgreens Renewal Interface (IC+), focusing on usability enhancements and feature integration, resulting in a 30% boost in user efficiency.
 - Designed responsive interfaces ensuring accessibility compliance, which led to a 36% increase in accessibility compliance scores.
 - Facilitated collaboration across multiple teams for alignment, incorporating agile product development methodologies to streamline the development process and ensure timely delivery of project milestones, achieving a 28% increase in project delivery efficiency.

TOOLS

Figma · WIX · EditorX · Webflow · Framer · Adobe XD · Miro · Proto.io · Dora AI · Balsamiq · Adobe Creative Suite

SKILLS

A/B Testing · Design Research · Design Systems · Information Architecture · Interaction Design · User Interviews · User Personas · User Research methods · User Testing Strategies · Web Accessibility · Prototyping & Wireframing · User Interface Design · Visual Design · Design Thinking

CERTIFICATIONS	LinkedIn	2022-2023	SKILLSHOP	2022- 2023
		- Content Strategy for Marketers - Personal Branding		Google Ads Creative Certification