

PARTHVI SHAH

UX DESIGNER

Parthvi.ca

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+1 (519) 729 3709

EDUCATION

Web Design & Development

Conestoga College

Post-graduate Certificate

Business & Commerce

Gujarat University

Bachelor of commerce

TECHNICAL SKILLS

- Adobe Creative Suite
- Figma
- Invision
- HTML & CSS
- JavaScript
- Wireframing
- Usability testing
- User research
- Information Architecture
- Adaptability
- collaborative Problem solving
- visual design

I have experience working with teams to **brainstorm** and **whiteboard** concepts. I can create **wireframes** at varying levels of fidelity and enjoy **prototyping** ideas. I have some front-end coding experience and enjoy working with devs to build ideas out.

I have worked with many different prototyping tools & frameworks – to avoid a full laundry list above, I've kept it to just my favorites. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it.

CERTIFICATION

Marketo Engage Business
Practitioner certificate

Adobe Marketo – 2020

Credential ID – Q1L4MTC12NRQ1T54

Conestoga Gig Lab – UI/UX designer

2023 – Present | Toronto, ON

- Collaborated directly with clients and Provided UX, UI solutions for automobile, finance, and retail industry clients to enhance their digital customer experience, including UX research and design, multi-channel design analysis, best-in-class case study, and design of user flows, sitemaps, information architecture, wireframes and prototypes.

Kreative Solutions – UX researcher/Designer

2022 | Vancouver, BC

- Led the redesign of the company's three venture websites into one website platform, resulting in a 20% increase in sales. Conducted user research and usability testing to inform design decisions and improve the user experience ensuring brand alignment. Collaborated with development teams to ensure designs were implemented accurately and efficiently.

MarketCatch – Marketing Automation Specialist

2021 | Toronto, ON

- Work on email marketing campaigns, including determining campaign goals, developing target audience lists, creating email and deciding on the best time and frequency for sending emails for uber.

CODERSH – SR. UI/UX DESIGNER

2021 – Present (on-call) | Gujarat, India

- Managed the design team and mentored junior designers to improve design quality and efficiency. Created wireframes, prototypes, user flows and high-fidelity mockups for a variety of web and mobile projects. Worked closely with clients to understand their needs and goals and translate them into effective design solutions.

Uplers– HTML Developer

2019 | Gujarat, India

- Created responsive & high-quality Landing pages using HTML5, CSS, and preprocessors like Less and Sass, ensuring cross-platform and Marketo, Salesforce & HubSpot compatibility. coding HTML5 Google Ads using CSS and GSAP. collaborating with developers to bring project visions to life, performing debugging, usability tests to optimize user experience.

Dolphin Web– UI/UX Designer

2017 | Gujarat, India

- Conducted user research and developed user personas to create visual content using Adobe Suite & Figma for a range of digital and print materials, including web content, advertisements, and branding assets. Designed user flows, wireframes, and prototypes for a web & mobile app for several industries. Implemented efficient workflows for web development projects using HTML, CSS, and jQuery, ensuring cross-browser functionality and user accessibility.

Selected Project:

Underdog Studio – Toronto, ON

- User-centered design principles to create and develop email templates for seasonal campaigns, prioritizing intuitive user interaction and seamless navigation to landing pages. Leveraging skills in A/B testing, user behavior analysis, and interaction design, I optimized the performance of the campaigns, resulting in an 18% increase in user traffic to the landing page compared to the previous year.

Radhakrishna Mandir – Cambridge, ON (Volunteer)

- Designed a donation landing page, improving the user experience for online donors by making the process intuitive and accessible. Applied UX principles such as prototyping, and user flow optimization to ensure a seamless experience, resulting in enhanced user engagement and an increased number of online donations.