





# DHRUVA DARJI

## UI/UX DESIGNER

### CONTACT

-  437-973-6543
-  dhruvabhayani19@gmail.com
-  <https://dhruvadarsi.portfolial.com/>
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### SKILLS

- Agile Methodology
- B2B SaaS Website
- B2C Website
- Design Management
- Design Mapping
- Design Strategy
- Design System
- Interaction Design
- Mobile and Web responsive
- Mobile Interface Design
- Product Design
- Prototype design
- Responsive Design
- Stakeholder Mapping
- User experience Mapping
- User Experience Writing
- User-centered design
- UX Design
- UX Research
- Visual design
- WCAG 20 / 2.1
- Web Design
- Wireframe Design

### PROFILE

Proactive and detailed UX Designer with 9 years of proven end-to-end experience delivering enjoyable web and mobile products for B2B/B2C organizations. A clear understanding of technologies allows seamless collaboration with developers, while strong communication skills ensure transparency with stakeholders. Up-to-date knowledge of Agile methodology, Figma, Adobe XD, Photoshop, Jira, Notation, and Confluence.

### WORK EXPERIENCE

#### Fittr [Fitness website and Mobile applications – Product Development]

**Lead UI/UX Designer / Senior Software Engineer** **Dec 2021 - Current**

Fittr is a fitness-based organization that provides online fitness coaching. As the UI/UX Designer, my core activities included:

- Gathering and evaluating user requirements in collaboration with the product manager.
- Presenting UX design concepts to the project stakeholders for review and feedback.
- Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Creates wireframes that illustrate the layout of the chatbot's interface. Wireframes are simple sketches that outline the key components of the interface, such as buttons, input fields, and message bubbles.
- Create and iterate a prototype/wireframe for screens and mock-ups.
- Working with an editorial document to conduct User Research and design UX Writing.
- Conduct and contribute to Agile ceremonies like Sprint Planning, Scrum Meetings, creating and assigning Jira tickets, and generating reports.
- Hands-on experience with tools like Jira, Confluence, Notation, Figma, and Adobe XD.

#### Tntra [Custom Service – Web Designer]

**Senior UI/UX Designer** **May 2021- Dec 2021**

Tntra provides software services and product engineering to E-commerce and Fintech organizations. As the UI/UX Designer, my core activities included:

- Creating UX research documents for understanding the product in brief.
- Preparing and presenting lo-fi mockups to internal teams and key stakeholders.
- Creating wireframes, site maps, flow diagrams, and hi-fi interactive prototypes under the direction of a Team lead and Project Manager.
- Conduct a User Interview to understand user problems and pain points.
- Created Design systems for Products.
- Taking part in a Brainstorming session, team meeting, and System Demo.
- Contribute to Agile ceremonies like Scrum meetings, and Sprint Planning.
- Conducting A/B testing to assess the user impact of specific UI elements.
- Contributing to end-user documentation for the final product used by more than 10,000 financial professionals

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### TOOLS

- Adobe Photoshop
- Adobe XD
- Axure
- Confluence
- Figma
- Invision
- JIRA
- Notation
- UX Pin

### EXPERTISE

- Prototyping, wireframing, user flows, mockups
- Visual design and design software
- User research and usability testing
- Agile
- Information architecture
- Application development
- Collaborating with other teams
- Communication and presentation
- Prioritization and time management

### Cloudster [Custom Service – Web Designer]

Senior Web Designer

Oct 2020 - May 2021

Cloudster provides software services and product engineering to E-commerce, SaaS Development, Startup Development, and Fintech organizations. As the UI/UX Designer, my core activities included:

- Ideated and iterated UI solutions with UX designers and stakeholders.
- Used modern wireframing and design tools to perform work.
- Ideated and iterated UI mapping with UX designers, Users, and stakeholders.
- Facilitated basic techniques to align solutions and prioritize work with cross-discipline groups.
- Partnered with lead designers or researchers on methods to validate design work.
- Liaised with other designers to develop product concepts and product designs.
- Utilized and contributed components to UI libraries and design systems.
- Leveraged design tools to deliver wireframes, user flows, and other basic UX artifacts.
- Created interactive simulations and prototypes to help project teams, stakeholders, and users explore business solutions.
- Developed new visual design concepts and modified concepts based on stakeholder feedback.
- Developed, validated, and documented test routines and schedules to mimic external interfaces and address all browser and device types.
- Created Web models and prototypes that included physical, interface, logical and data models.

### EI Web Services [Custom Service – Web/Software Development]

Senior UI/UX Designer

June 2017 - Aug 2019

EI Web Services provides a full-service interactive agency offering end-to-end web solutions for E-commerce, Medical Industry, and Fintech organizations. As the UI/UX Designer, my core activities included:

- Used modern wireframing and design tools to perform work.
- Participated in, created, and facilitated collaborative ideation sessions with cross-functional partners and leadership.
- Analyzed and evaluated current user interfaces to propose usability improvements.
- Ideated and iterated UI mapping with UX designers, Users, and stakeholders.
- Liaised with other designers to develop product concepts and product designs.
- creates wireframes that illustrate the layout of the chatbot's interface. Wireframes are simple sketches that outline the key components of the interface, such as buttons, input fields, and message bubbles.
- Created interactive simulations and prototypes to help project teams, stakeholders, and users explore business solutions.
- Leveraged design tools to deliver wireframes, user flows, and other basic UX artifacts.
- Utilized and contributed components to UI libraries and design systems.
- Ideated and iterated UI solutions with UX designers and stakeholders.
- Developed system interaction and sequence diagrams.

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### EDUCATION

#### Master In Computer Application

CHARUSAT University **MAY 2013**

CMPICA, Changa, Gujarat, India.

#### Bachelor Of Computer Application

DDU **MAY 2010**

DDIT, Nadiad, Gujarat, India

#### El Web Services [Custom Service – Web/Software Development]

Senior UI/UX Designer

June 2017 - Aug 2019

- Design the visual elements of the chatbot, such as the chatbot's avatar, logo, and color scheme. These elements should reflect the chatbot's personality and be consistent with the brand's overall visual identity, collaborates with other team members, such as the conversation designer and developer, to ensure that the chatbot's design is aligned with the chatbot's functionality and technical capabilities.
- Enforced website standards for visual and design integrity.
- Provided guidance and leadership to less-experienced web developer personnel.
- Maintained updated knowledge of industry techniques and technologies related to digital communication.
- Fielded stakeholder questions and translated technical jargon into simplified concepts.
- Monitored and enforced compliance with established company policies and data security measures.

#### Dots & Coms Pvt Ltd. [Custom Service – Web/Software Development]

Web Designer and Developer

Dec 2012 -- June 2017

Dots and Coms provides a full-service interactive agency offering end-to-end web solutions for E-commerce and the Private / Public Sector. As the Web Designer and Developer, my core activities including:

- Developed custom websites to meet individual client needs.
- Created clean, well-documented custom code and updates.
- Communicated project status to primary stakeholders and project management personnel.
- Reviewed technical needs to gather and refine specifications and requirements.
- Maintained updated knowledge of industry techniques and technologies related to digital communication.
- Fielded stakeholder questions and translated technical jargon into simplified concepts.
- Completed programming projects that complied with existing coding standards and design styles.
- Verified front-end code functionality across browsers and platforms.
- Illustrating case studies, personas, and user flow maps for Android and iOS alongside senior UX designer, PM, and content strategists.
- Creating hi-fi interactive prototypes to accurately demonstrate app to clients. Recommending alternative design solutions based on technical limitations.
- The ability for quick problem-solving earned positive feedback from stakeholders.