

Pratikkumar Javiya

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Profile

I am a creative and innovative UI/UX designer with 5 years of experience and a strong background in leading design projects from concept to completion. Bring honed skills in user-centred design methodologies and industry-standard design tools like Figma, Adobe XD, Miro, Trello, and Photoshop, and collaborate with cross-functional teams to create intuitive, beautiful, and user-friendly digital products that solve complex problems and deliver measurable business value. Passionate about leveraging design systems and iterative processes to heighten user experience.

Work Experience

Dec 2021 – Aug 2022 **UI/UX Designer**, Stark Digital Media Services

Oversaw the design of UI/UX solutions, leading to a boost in user satisfaction and allowing the team to complete tasks more efficiently.

Key Projects

- Skill Fusion – A SaaS based Freelancing Platform**
Designed a web application connecting freelancers and clients by using the user research, design thinking, information architecture, wireframes, design system, interactive prototype, and usability testing, resulting in on-time delivery and high user satisfaction.
- ProTask - Project Management Tool**
Directed the design of a project management tool for small businesses, increasing team collaboration and project efficiency through Lean UX methodology, interactive prototypes, and usability testing, achieving on-time delivery and improved project completion rates.

Jul 2019 – Nov 2021 **UI/UX Designer**, Bizllence Premedia

Created user-friendly interfaces and mentored a team of 6 junior designers, improving their skills and overall project outcomes. Shaped branding strategies that strengthened market presence and engagement.

Key Projects

- Metrocity Girls Hostel**
Created a mobile-responsive website for a girls' hostel, incorporating intuitive UI, interactive prototypes, and strategic planning, resulting in on-time delivery, higher lead generation, and user satisfaction.
- Liftech Solutions India Private Limited**
Redesigned the UI for Liftech Industries' website, improving usability and aesthetics, leading to increased website traffic, user engagement, and better brand perception.

Aug 2018 – May 2019 **Creative Designer**, AffinityX

Was brought in to deliver standout graphic design solutions and was able to exceed client expectations, receiving considerable positive recognition.

Key Project

- Shutterfly**
Headed a team of 15 creative designers to deliver personalised digital and print marketing materials, achieving a unified brand identity and client satisfaction, and earned the "Rising Star" award for outstanding contributions.

Apr 2017 – Jul 2018 **Junior Graphic Designer**, Design Print

Crafted compelling visual concepts and collaborated effectively with senior designers to bring several projects to life. Contributed to impactful branding and advertising campaigns, boosting client brand identity and driving increased sales revenue.

Key Project

- Ayushpa Organics**
Developed a comprehensive branding strategy for Ayushpa Organics, including logo design, visual identity, and social media presence, resulting in a perfect brand launch, increased brand recognition, and an increase in average order value within 2 months.

Education and Qualifications

MSc in User Experience Design, Kingston University London– 2023

Diploma in Graphic Design, JRVGTI – 2017

BSc in Computer Science, Savitribai Phule Pune University– 2016

Training and Certification

Foundations of UXD | UX Design Process: Empathise, Define, and Ideate | Build Wireframes and Low-Fidelity Prototypes | What Is Generative AI? | UX Research: Journey Mapping | Agile User Experience Design and Research

Professional Skills

UX Design Expertise | Creating And Refining Prototypes | User Experience Design | Agile Methodologies | Developing And Presenting Mock-ups | Designing User Flows | Building And Iterating Wireframes | WCAG Standards for Inclusive Design | Design Systems | Product Management Collaboration | Scrum Methodology | Storyboarding | Design Workflows | Photoshop Skills | Usability Testing | Creating Storyboards | User Stories | Proficient With Design Tools | Delivering Business Value Through Design | Product Design Strategies | User Interface Design | Strong Computer Science Background | Product Strategy Development | Product Development Processes | Defining Business Requirements | Human-Computer Interaction Knowledge | Visual Design Capabilities | User Research | HTML | CSS | Figma | XD | UXPin | Axure | Miro | Adobe Creative Suite | Marvel Pop | Trello | Jira | Problem Solving | Detail-Oriented | Empathy