

# Priyanshi Parekh

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## UI/UX DESIGNER

Creative and technically adept UI/UX Designer with hands-on experience in user research, wireframing, and prototyping, dedicated to crafting engaging and user-friendly interfaces. Skilled in leveraging tools such as Figma and Adobe Creative Suite to design intuitive web and mobile applications. Adept at translating user needs into innovative design solutions, with a background in front-end development and AWS services enhancing collaborative projects. Demonstrates strong problem-solving abilities and a commitment to staying current with industry trends to deliver high-quality digital experiences. Proven ability to enhance user interactions and drive project success through effective design and teamwork

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## KEY COMPETENCIES

Creating intuitive, user-friendly interfaces.

Skilled in design and development tools

Adapts designs and collaborates effectively

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## PROFESSIONAL EXPERIENCE

### Customer Experience Specialist Majorel Canada Inc.

August 2023 - April 2022, Canada

- Delivered exceptional customer support by accurately addressing and resolving inquiries across multiple channels, including phone and email.
- Utilized user feedback to improve client interactions and increase customer satisfaction, achieving high scores on call quality reports and satisfaction surveys.
- Demonstrated expertise in client-supported products, handling complex inquiries, and providing innovative solutions.
- Captured and maintained data in internal systems, ensuring accuracy and compliance with operational procedures.

### UI/UX Design Specialist Puddleshaker

May 2023 - July 2023, Canada

- Enhanced user experience through user research, wireframing, and mobile-first design, optimizing workflows and improving usability.
- Developed web application components with a focus on consistency, usability, and responsive design across various devices.
- Conducted iterative user research and integrated feedback to refine designs, ensuring alignment with industry trends and best practices.
- Collaborated with development teams to implement and test design solutions, maintaining high standards for visual design and functionality.

### WordPress Intern iClerisy

January 2022 - April 2022, India

- Led the development of e-commerce websites using WordPress and a variety of plugins, enhancing user engagement and site performance.
- Worked within Agile teams to implement design changes and optimize user interfaces, focusing on SEO and accessibility.
- Managed content updates and ensured seamless integration of new features, adhering to best practices in web design and usability.

- Acquired proficiency in AWS services, applying them to create functional web pages and enhance application performance.
- Developed and maintained a webpage showcasing practical implementations of AWS technologies, demonstrating technical expertise.
- Collaborated with team members to integrate cloud solutions into existing projects, focusing on scalability and efficiency.

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## EDUCATION

### **Postgraduate Degree Certificate - Interactive Media Design**

#### **Conestoga College**

Kitchener, ON, CA

Graduated: 2023

### **Bachelor of Technology - Computer Science Engineering with specialization in Cloud Based Applications**

#### **Institute of Computer Technology, Ganpat University**

Ahmedabad, IN

Graduated: 2022

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## SKILLS

### **Tools:**

- **Design & Prototyping:** Figma, Adobe Creative Suite
- **Web Development:** HTML5, CSS3, JavaScript, WordPress
- **Front-End Frameworks:** Bootstrap, Zurb Foundation
- **Cloud Platforms:** AWS, IBM Cloud
- **Version Control & Collaboration:** GitHub, JIRA, Trello

### **Relevant Skills:**

- **User Research:** Conducting interviews, surveys, and usability testing
- **Wireframing & Prototyping:** Creating wireframes, interactive prototypes, and user flows
- **Visual Design:** Developing engaging and responsive web and mobile interfaces
- **User Testing:** Implementing A/B testing, usability studies, and feedback analysis
- **Interaction Design:** Designing intuitive and effective user interactions
- **Communication:** Strong verbal and written communication skills
- **Adaptability:** Ability to adjust designs based on user feedback and project requirements
- **Strategic Thinking:** Planning and executing user-centric design strategies
- **Team Collaboration:** Effective collaboration with cross-functional teams in Agile environments
- **Project Management:** Time and project management skills for timely delivery of design solutions

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## CERTIFICATES

- **Introduction to Generative AI Studio – Coursera**  
Gained foundational knowledge in generative AI technologies and applications.
  - **Introduction to UX Writing – Udemy**  
Developed skills in creating effective and user-centered content for digital interfaces.
  - **IBM Cloud Essentials - V3 – IBM Developer Skills Network**  
Mastered the basics of IBM Cloud, including services and deployment models.
  - **Introduction to Psychology – Coursera**  
Acquired insights into human behavior, aiding in the development of user-centered designs.
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