

Meet Shah

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SUMMARY

Creative UI/UX Designer with 5 years of experience crafting user-centric web and mobile experiences. Skilled in user research, wireframing, prototyping, and responsive design. Proficient in HTML, Tailwind CSS, and JavaScript for seamless design-to-code implementation. Holds a Master's in Web Design and Content Planning from the University of Greenwich.

EXPERIENCE

Senior UI/UX Designer

MALMIN HEALTHCARE LIMITED

January 2024 - March 2025, London

- Enhanced user experience by designing responsive wireframes, prototypes, and interaction flows in Figma, leading to smoother navigation and better user engagement.
- Executed comprehensive usability testing sessions using Figma and Adobe XD to evaluate UI workflows, identifying areas for design refinement.
- Streamlined design processes by creating a component library in Figma, reducing development handoff time by 30% and ensuring consistent UI across all digital platforms.

UI/UX Designer

H&B Computer Education

June 2021 - January 2024, Ahmedabad

- Designed intuitive and responsive user interfaces for educational modules, increasing user engagement by 30% through user-centred design principles.
- Optimised website performance by refining page structures, layout spacing, and typography, reducing bounce rates and improving readability.
- Redesigned web interfaces by implementing UX best practices, leading to a more accessible and user-friendly experience.

UI/UX Designer

Digital Patterns

November 2019 - June 2021, Mumbai

- Created a cohesive design system using Figma that standardised visual elements across multiple platforms, leading to a 25% decrease in design time and ensuring consistent user experiences.
- Supported junior developers with HTML and CSS expertise, ensuring design consistency across multiple web projects and enhancing team productivity.
- Implemented lazy loading and image restructuring, effectively decreasing initial page load time and boosting mobile performance by 25%.

SKILLS

Tools & Platforms: Figma, Adobe XD, Sketch, Miro, Relume, Slack, FigJam, Notion, Jira, Asana, Trello.

UX/UI Design Skills: Email Design, Wireframing, Prototyping, Usability Testing, User Research, Interaction Design, Visual Communication, Design Systems, HTML, CSS, JavaScript (Basic), Webflow, AI for Ideation & Content.

Industry Knowledge: Accessibility (A11Y), WCAG, Mobile-First Design, Responsive Web Design (RWD), Cross-Browser Compatibility, Human-Centered Design (HCD), Design Thinking, Inclusive Design, Financial Services, Complex Landscapes

Soft Skills: Leadership, Communication, Collaboration, Stakeholder Management, Problem-Solving, Attention to Detail, Project Management, Confident, Adaptable, Articulate

EDUCATION

Master in Web Design & Content Planning

University of Greenwich • London, UK • 2024

Bachelor in Computer Science

Atharva Institute of information Technology • Mumbai, India • 2020

CERTIFICATIONS

Tailwind CSS 4 Essential Training

LinkedIn Learning Community

Interaction Design for the Web

LinkedIn Learning Community

UX design

LinkedIn Learning Community • 2024