

Saloni Shah

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Applying for: UI/UX Designer position

Summary

Google-certified UI/UX Designer with 5 years of experience crafting intuitive, accessible, and user-centered digital experiences for SaaS and technical platforms. Skilled in user research, wireframing, prototyping, design systems, and frontend development, with expertise in Figma, Adobe Creative Cloud, AngularJS, Material UI, and Bootstrap. Proven track record of improving usability, accessibility, and product adoption through data-driven design decisions, WCAG/AODA compliance, and analytics tools like LogRocket and Amplitude.

Technical Skills

- **Frontend Development:** HTML/CSS, Angular JS, Typescript, WordPress, Material UI
 - **Design Tools:** Figma, Adobe Creative Cloud, InVision, Canva
 - **Analytics Tools:** LogRocket, Amplitude Analytics
 - **AI Tools:** CursorAI, Figma Make, Claude Code
 - **User Research and Testing:** Affinity Mapping, User Journey Mapping, A/B Testing
 - **Version Control:** GitHub, BitBucket
 - **Project Management Tools:** Togggl, Trello, Miro, Jira, Confluence
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Professional Experience

Techrays Labs Pvt. Ltd., Ahmedabad, India

November'25 - Present

Lead UI UX Designer

- Led end-to-end UI/UX design process, including user research, wireframing, prototyping, and high-fidelity designs for web applications.
- Built and maintained scalable design systems, UI guidelines, and consistent user experiences across products.

- Designed and managed responsive WordPress websites using Elementor and GreenShift while ensuring accessibility and performance standards.
- Developed interactive UI components and user flows using modern frontend technologies.
- Improved usability and website performance through user testing, feedback analysis, and continuous design iterations.

Technology: WordPress, Figma, Figma Make, Claude Code

Speak AI Inc., Mississauga, ON

October'23 - November'24

UI/UX Designer

- Led the redesign of 80% of the platform using Material UI, improving user interaction and product adoption.
- Collaborated with engineers to integrate design systems and APIs into the AngularJS codebase for seamless functionality.
- Conducted workflow analysis to identify usability gaps and implemented user-focused design solutions.
- Created wireframes, UI designs, and scalable design systems for consistent user experiences.
- Performed usability testing and analyzed user behavior using LogRocket to improve usability and user experience.
- Ensured WCAG accessibility compliance, improving inclusivity and accessibility across the platform.

Technology: Visual Studio Code, Figma, AngularJS, Material UI, LogRocket

Graphic Design, Ottawa, ON

September'23 - October'23

Freelancer

- Designed a brand logo for the Jain Community Services of Canada, focusing on audience demographics and cultural values for a simplistic, meaningful design.
- Developed the logo's **color scheme** and visual assets based on religious values and community beliefs.

Technology: Adobe Illustrator, Adobe Photoshop

Human-Centred Design Lab, Ottawa, ON

January'23 - August'23

UX Researcher

- Collaborated with Elections Canada on user research to address key usability issues, conducting user interviews, surveys, and literature reviews.
- Developed a proposed user journey that could lead to a 75% positive impact on user experience after implementation.

Technology: Affinity Mapping, User Journey Mapping, Figma, Adobe Creative Cloud

Acute Informatics Pvt. Ltd., Ahmedabad, India

July'21 - December'22

UI/UX Developer

- Successfully managed multiple design projects simultaneously, implementing robust design systems that increased wireframe efficiency by 85%.
- Collaborated closely with backend developers to deliver seamless end-to-end workflows, ensuring alignment between design and functionality.
- Implemented design style guide for quicker front-end development.
- Improved deployment success rates by 60% through comprehensive A/B testing and rigorous quality assurance processes.
- Conducted client training sessions and provided hands-on support to resolve issues, ensuring a smooth user experience and fostering client satisfaction.

Technology: HTML/CSS, Figma, Adobe Creative Cloud, Bootstrap

MentorPower Software, Ahmedabad, India

November'20 - June'21

UX/UI Designer

- Designed an in-house HRMS application for staff, improving time management and attendance tracking efficiency by 70%.
- Developed a universal design system using Figma for future projects, establishing clear design guidelines and increasing overall team productivity.
- Created wireframes and prototypes for the HRMS application, establishing design guidelines.
- Implemented the email templates and HRMS application using Bootstrap library

Technology: HTML/CSS, Figma, Bootstrap

Key Projects

CivicXcellence - Elections Canada

- Conducted user research, including interviews and surveys, to understand user needs and improve the user journey for Elections Canada's digital systems.
- Provided design solutions based on insights gathered from qualitative and quantitative data.

Technology: Figma, Adobe Creative Cloud, Miro

HRMS Application

- Developed an **HR management system** to track employee time, paystubs, and vacations, significantly improving internal management processes.

Technology: HTML/CSS, Figma, Adobe Creative Cloud, Bootstrap

Signage Project

- Redesigned **navigation signage** for a luxury hotel, focusing on accessibility principles and improving **customer experience** by enhancing visibility and ease of use.

Technology: Adobe Creative Cloud

Typography Design - Paash

- Explored **experimental Devanagari font design** to understand the impact of typefaces on readability and aesthetics.

Technology: Adobe Creative Cloud

Licenses & certifications

- **UX Design Professional Certificate** - Google
 - **Angular (Intermediate)** - HackerRank
 - **Angular (Basics)** - HackerRank
 - **CSS Basic** - HackerRank
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Education Background

Algonquin College, Ottawa, ON, Canada

Ontario Graduate Certificate

Interdisciplinary Studies in Human-Centred Design

January'23 - August'23

The Maharaja Sayajirao University, Vadodara, India

Bachelor of Design

Visual Communication Design

August'17 - May'21