

YASH JHAVERI

UX / UI Designer | Front end Developer

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Malabar Hill, Walkeshwar, Mumbai

PERSONAL PROFILE

People-friendly, empathetic and creative with a constant thirst for knowledge and growth. A Certified Digital Marketer with a background in Information Technology looking for a job to start my career in UX/UI.

ACADEMIC PROFILE

St Xavier's College, Mumbai, Maharashtra

Bsc. in Information Technology, Class of 2018

BD Somani Int School, Mumbai Maharashtra

IB Diploma, Class of 2015

NSS Hill Spring Int School, Mumbai Maharashtra

IGCSE Board, Class of 2015

TRAINING / CERTIFICATION

CUA - Certified Usability Analyst

HFI - Human Factors International

Google UX Design Professional Certificate

Google

Intro to User Experience Design

Georigia institute of Technology

Google Certification in Analytics

2017

IIDE - Indian Institute of Digital Marketing

July 2017 - December 2017

SKILLS AND ABILITIES

- Low to High Fidelity Design and Prototyping
- Wireframing
- Usability Testing
- User Personas

TOOLS

- Adobe XD / Figma
- HTML / CSS
- Func Javascript
- Dreamweaver
- Photoshop
- SEO
- Webflow/ Wordpress / Wix / Squarespace

EMPLOYMENT HISTORY

Freelance Web Developer

A Range of Different Projects | July 2017 - Present

Working on different freelance web projects from building a companies new website responsible for all the front end tasks, to mobile responsiveness, cross browser comparability and SEO. Creating websites that engage the users in order to enhance the client's online presence

Front end development - Intern

Reigns Infotech Pvt Ltd | April 2016 - June 2016

- Took part in the understanding and design phases of multiple other projects including user and competitive research to understand the company's vision
- Responsible for designing one of their websites with the goal of making it more user friendly and interactive catering to users with different languages
- Worked in collaboration with a engineer on the visual and interactions designs of a mobile feature

PROJECTS

Malhar 2017 - Coordinator in Charge of Websites

St Xavier:s College, Mumbai, Maharashtra

- Led the design and development of the Malhar website that year for both Desktop and Mobile
- Certain design elements were not responsive to cater to all screen sizes and hence creatively had to come up with a quick solution to ensure deadline was met as most of the traffic was derived from users using mobile phones
- Traffic on domain had increased by 30% from previous year

Insider.in

IIDE - Indian Institute of Digital Marketing

- A capstone project associated with IIDE to redesign the entire marketing campaign for Insider.in from UI Analysis, Social presence, Buyer personas, SEO, Content Buckets etc

Munchies

- A website developed and designed to help cater to students in colleges who live on their own on a tight budget and limited ingredients to find recipes with which they can cook flavorsome meals.

The Gymkhana

- A website developed and designed with the aim of solving the problems of making registration for sporting events in college a lot easier. Aided in gaining more traction of applicants simply by appealing to the needs of the students