Amit Goyani

UI/UX Designer

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As a UX/UI and product designer based in Canada, I have been creating visually stunning and user-friendly web and mobile apps and worked 100+ projects since 2015. My expertise spans various industries, including Finance, real estate, SaaS, healthcare, logistics, manufacturing, and service-based industries, and I have worked with startups, small agencies, and large corporations. I am actively seeking new opportunities to utilize my skills and enhance my knowledge in the field.

PROFESSIONAL EXPERIENCE

08/2022 to Current　　**UI/UX Designer at Confer Inc**

- Executed comprehensive end-to-end confer UX design projects with 3+ stakeholders, enabling easy comparison of mortgage loan offers from multiple lenders and saving **thousands of dollars.**
- Coordinated closely with cross-functional teams to identify Issue and create solutions through research and weekly design sprints. regularly gave presentations on designs, which led to a **30%** increase in users engagement and satisfaction.
- Improved design speed by **20%** for a singular product through an expandable Figma **design system** and Agile Scrum methodology to ensure efficient project management and successful delivery of high-quality product.

03/2018 to 08/2022　　**UI/UX Designer at AAC Studio LLP**

- worked on various projects, including web, mobile, and Sass, for the company clients. This involved user research and interviewing stakeholders, to understand their requirements and how the product could best meet their needs.
- Facilitated customer interviews and A/B testing to gain insights into product improvements. Additionally, I conducted two rounds of user testing and received feedback from stakeholders on each project to optimize the product before launch.
- Boosted traffic and user satisfaction without paid marketing by creating a stellar UX design, resulting in **100% to 160%** traffic increase and driving B2B and B2C leads.

07/2016 to 03/2018　　**UI / Graphics Designer at Telsa Media**

- Successfully led website and small branding projects, resulting in increased traffics and 10% increase in conversion on each web projects.
- Contributed closely with a team of 10, and Implemented responsive design using HTML5, CSS3 in CMS to process to achieve web traffic **growth from 10% to 150%**.

07/2015 to 06/2016   **UI/ Graphic Designer at Cears Infotech (Acq. By ELaunch Solution Pvt. Ltd)**

- Executed on Different Graphics projects started learning user interface design to meet client specifications.
- Produced a clean user interface for an E-commerce project and food ordering app, which resulted in a **$5000 bonus** for the company from the client at the end of the project.

01/2015 to 06/2015   **Graphic Designer at Apple Sarees Pvt Ltd**

- Drafted and maintained e-commerce websites, created engaging banners for social media and email marketing, and designed Products flyers and brochures.
- Formulated digital assets using photoshop, illustrator that help to marketing team to designed for more customer acquisition from the website.

SKILLS

- **Research:** User research and strategy, usability testing, a/b testing, user interviews, information architecture
- **Design:** Sketching, Wireframing and prototyping, UX design, UI design, interaction design, product design, mobile design, web design, accessible design, Visual design, User-Centered Design, Design System
- **Project management:** Agile development, Notion, coda, Trello, Jira, Asana, Miro

- **Software (tools):** Figma, Figjam, Sketch, Adobe Xd , Invision, Marvel, adobe creative suite, Zeplin, Lucidchart
- **Front-end:** HTML, CSS, WordPress
- Google Analytics, Google Search Console, GMB, SEO

EDUCATION

04/2012 to 04/2015   **PGDCA and Master of Computer Applications (MCA)**
IGNOU - New, Delhi, India

01/2009 to 04/2012   **Bachelor of Computer Applications (BCA): Information Technology**
VNSGU– Surat, Gujarat, India

ACCOMPLISHMENTS

Feb 2023   **Certified User Experience Professional**
BRAINSTATION - Vancouver, BC, Canada

Jan 2023   **Certified User Experience UX Workshop**
Growthschool.io