

Amit Goyani

UI/UX Designer

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Links: [Portfolio](#), [Linkedin](#)

A business-minded, multidisciplinary UI/UX designer based in Canada with 100+ projects since 2015. Specializing in web and mobile apps, my expertise spans diverse industries such as restaurant hospitality, finance, travel, real estate, SaaS, healthcare, logistics, manufacturing, and services. worked with startups, small agencies, and large corporations to convert business ideas into cutting-edge digital products that outshine competitors and enhance user experience, making life easier.

PROFESSIONAL EXPERIENCE

07/2023 to Current

UX/UI Designer at Squirrel Systems

- **Led end-to-end UX design for Squirrel's Cloud POS**, enhanced multi-location functionality and user experience, resulting in improved efficiency for restaurant management and scalability.
- **Initiated design collaboration with cross-functional teams**, using Asana and Azure DevOps to drive the design process from early stages. Leveraged Figma's design system, resulting in a 40% increase in user engagement.
- Increasing design speed by 20%, delivering intuitive Fron-of-house tableside ordering and back-office solutions for multi-device platforms (iOS, Android, Windows), resulting in improved service speed and operational control.

08/2022 to 07/2023

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**.
- Collaborated closely with cross-functional teams to identify issues and create solutions through research and design sprints. Presented designs effectively, contributing to a significant **30% increase** in user engagement and satisfaction.
- Using Agile Scrum methodology and Figma **design system** resulted in a **20% increase** in design speed and delivering exceptional product Features.

03/2018 to 08/2022

UI/UX Designer at AAC Studio LLP

- **Delivered web, mobile, and SaaS projects** for top clients, conducting user research and collaborating with teams to ensure product alignment with needs.
- **Conducted user interviews, A/B testing, and feedback integration**, optimizing products for launch and driving 100% to 160% increase in web traffic and B2B/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, User Interviews, Surveys, usability testing, a/b testing, , information architecture, User flow. Generative AI.
- **Design:** Sketching, Wireframing and prototyping, UX design, UI design, UX principles, Interaction design, product design, Mobile-First design, web design, accessible design, Visual design, User-Centered Design, Design System, Typography, color theory.
- **Project Management:** Agile development, Azure DevOps, Design Sprint, Notion, coda, Trello, Jira, Asana, Miro, Aha, clickup.
- **Software (tools):** Figma, Figjam, Sketch, Adobe Xd , Invision, Marvel, Adobe Creative suite, Zeplin, Lucidchart, Power BI.
- **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-IT)** *IGNOU - New, Delhi, India*
- 01/2009 to 04/2012 **Bachelor of Computer Applications (BCA- IC):** *VNSGU- Surat, Gujarat, India*
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ACCOMPLISHMENTS

- Apr 2023 **Eunoia UX Hackathon-** *SFU, Vancouver, BC, Canada*
- March 2023 **User Experience Instructor** – *PartTime Cornerstone College of Canada*
- Feb 2023 **Certified User Experience Professional-** *BrainStation, Vancouver, BC, Canada*
- Jan 2023 **Certified User Experience UX Workshop** – *Grothschool.io, online*