

Vishesh Makwana

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Toronto, Ontario, M9B 1M4

PROFESSIONAL SUMMARY

Innovative UX/UI Designer with 5+ years of experience crafting user-centric SaaS platforms and integrating AI-driven solutions for impactful digital experiences. Skilled in translating complex requirements into intuitive interfaces, scalable architectures, and advanced design systems. Adept at building AI-powered components, including dynamic content generation and analytics workflows, to enhance engagement and drive data-informed decisions.

WORK EXPERIENCE

Ui/Ux Designer, Frontend Developer

Jun 2022 - Present

ASL Consulting • Etobicoke, Ontario

- Led **design strategy** for a **SaaS Fintech** platform, collaborating with product managers and developers to align business and user goals for **B2B and B2C clients**.
- Created and maintained a scalable **design system**, ensuring platform consistency, optimizing AI-integrated components, and improving **team collaboration** to expedite development cycles.
- Developed **mobile-first**, responsive front-end code using **HTML5, CSS3, JavaScript**, and **Bootstrap**, adhering to **Agile methodology** principles and performance best practices.
- Conducted A/B testing and **iterated designs** based on user feedback, optimizing **AI-driven features** and user experiences across devices to increase engagement.
- Applied **human-centered design principles** to create **high-fidelity wireframes, prototypes**, and UI elements using **Figma** and **Adobe Creative Suite**, focusing on **AI-generated** content workflows to enhance **usability** and retention.
- Designed and developed a **subscription-based website**, integrating onboarding workflows, **payment gateways**, and automated subscription management for seamless user experiences.

Ui/Ux Designer, Frontend Developer

Sep 2020 - May 2022

Duss Digital Infra • Mumbai, India

- Led UI/UX and Frontend strategy for multiple client websites, enhancing user engagement and **conversion rates** through **data-driven redesigns**.
- Conducted **user research, usability testing**, and **user interviews** to gather actionable insights, ensuring designs met user needs and expectations.
- Pioneered advanced interactive UI elements, including **micro animations** and **dynamic components**, improving visual appeal and functionality.
- Converted high-fidelity designs into functional code using **React, HTML5, CSS3, JavaScript**, and **Bootstrap**, ensuring **responsive** and scalable web solutions.
- Collaborated with **cross-functional teams** (product managers, developers) in an Agile environment to create technically feasible, **scalable design solutions** aligned with business objectives.

Graphic Designer, Frontend Developer

Dec 2018 - Sep 2020

Probsol Technology • Vadodara, India

- Crafted visually compelling **graphics** and UI elements for websites, **social media platforms**, and **digital marketing campaigns**, enhancing **brand identity** and driving user engagement.
- Led the design and development of responsive websites on **CMS platforms** like **WordPress**, ensuring seamless user experiences across all devices.
- Implemented innovative design solutions based on the **latest trends**, resulting in improved user satisfaction and engagement.

EDUCATION

Post Graduation in Information Technology Solutions

Jan 2022 - Sep 2023

Humber College • Etobicoke

Bachelors In Computer Engineering

Dec 2018 - Jul 2021

Gujarat Technological University • Vadodara, India

Diploma in Computer Engineering

Jun 2015 - Apr 2018

Maharaja Sayajirao University • Vadodara, India

SKILLS

Visual & UI Design:

- Advanced skills in Photoshop, Illustrator, InDesign, and Figma
- Expertise in color theory, typography, composition, and iconography
- Strong visual storytelling and branding abilities

Frontend Development:

- HTML5, CSS3, JavaScript, React.js, Bootstrap
- Responsive Design (CSS Grid, Flexbox, Media Queries)
- WordPress Development (Elementor, WPBakery Page Builder)

Design Systems & Prototyping:

- Experience in creating and managing design systems
- Wireframing and prototyping using Figma and Adobe XD
- UI Animation (CSS Animation, JavaScript Animation, Lottie Animations)

User Research & Testing:

- Conducting user interviews, surveys, and usability testing
- Persona creation and data-driven design decisions
- A/B testing and analysis

Collaboration & Communication:

- Presenting design concepts to stakeholders and leading design reviews
- Strong written and verbal communication skills
- Collaboration with cross-functional teams using Slack, Microsoft Teams, Jira, and Asana

Accessibility & Inclusive Design:

- Familiarity with WCAG Guidelines, AODA Guidelines
- Experience with screen reader testing and ARIA roles