# Zalak Sanghavi

Designer & Developer

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## SUMMARY

- Creative Web, Graphics or UI-UX designer with **6 years of experience** in crafting user-centric design with a strong understanding of the latest designs and technologies.
- Skilled in Graphics design, UI/UX design, human-computer interaction, design principles, and responsive coding for impactful design. Also have Knowledge of user research methodologies, usability testing, and A/B Testing.
- Proven Front-end Experience with HTML, CSS, JavaScript, and Bootstrap.
- Passionate about staying ahead of design trends to drive innovation and exceed user expectations.

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## SKILLS

- **Design & Development Tools**: Figma, Adobe XD, Illustrator, Photoshop, Canva, InDesign, Wireframe.cc, Draw.io, HTML, CSS, JavaScript, jQuery, Bootstrap, WordPress.
- **Research & Analysis**: User research, usability testing, A/B testing, human-computer interaction, Google Analytics.
- **Project Management**: Agile-Scrum methodologies, Waterfall, cross-functional team collaboration.
- **Soft Skills**: Problem-solving, strategic thinking, creativity, adaptability, attention to detail, client communication, leadership, mentoring.
- **Other Skills**: Technical writing, documentation, reporting management, SEO fundamentals.

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## WORK EXPERIENCE

**Web Developer & Designer**                                                                                        Jan 2024 – Present

Vanwood Floors                                                                                                                    Vancouver | BC

- Spearheaded the redesign of the company website using WordPress, enhancing user experience, and keeping the design up to date with current trends.
- Conducted usability testing sessions to iteratively refine the design, resulting in improved user engagement and satisfaction metrics.
- Designed infographics, brochures, and social media content using Photoshop, Figma, and Canva to elevate the brand's online presence.
- Collaborated with cross-functional teams to analyze web traffic data and develop continuous improvement strategies.
- Implemented SEO strategies, including keyword research and content optimization, to boost search engine rankings.

**Sr. Web Designer**                                                                                                            Mar 2022 - Oct 2023

The Wildtigers Technologies Pvt. Ltd.                                                                              Ahmedabad | India

- Produced over 50 wireframes, prototypes, and mockups using Figma, streamlining development time by 25% and reducing time-to-market for new features by 15%.
- Led user research sessions, analyzing behaviors and preferences, which resulted in a 20% increase in user satisfaction and a 10% decrease in bounce rates.
- Created design elements for web pages, emails, and marketing materials using Adobe Creative Suite and Canva, ensuring brand consistency.
- Worked closely with back-end developers to ensure seamless integration of front-end code with server-side logic.
- Maintained direct communication with clients to gather requirements and ensure alignment with project goals.

**Web Designer**                                                      Sep 2020 – Feb 2022
Ashutec Pvt. Ltd.                                                       Ahmedabad | India

- Designed user-friendly interfaces and responsive websites, resulting in a 30% increase in user satisfaction.
- Utilized HTML, CSS, JavaScript, and Bootstrap to create clean, efficient, and maintainable code for websites.
- Conducted thorough usability reviews and implemented changes to optimize user experience, improving site speed by 22%.
- Collaborated with clients to align on project vision and provided clear communication on design changes and updates.
- Facilitated effective team meetings to ensure seamless project execution and stakeholder alignment.

**UI-UX / Graphics Designer**                                         Mar 2017 – Aug 2020
Shah Infotech Pvt. Ltd.                                                 Ahmedabad | India

- Conceptualized and designed graphics to enhance brand identity, leading to a 15% increase in brand recognition and a 5% rise in customer engagement.
- Developed high-quality graphics for various marketing materials, reducing revisions by 10% and maintaining visual consistency across platforms.
- Created mockups, UI workflows, and wireframes in Photoshop, ensuring that designs aligned with client requirements.
- Conducted design workshops to align with project objectives, fostering team collaboration and innovation.
- Worked closely with clients to understand their vision and incorporate feedback into the design and development process.

## CERTIFICATION

Designing Certifications - link

## EDUCATION

**Bachelor of Engineering in Information Technology**                  May 2012 – Jun 2016
Gujarat Technological University                                        Ahmedabad | India