

# Khushali Sheth

## UX/UI Designer

With three years of professional experience as a UX/UI Designer, I excel in creating user-centred designs that enhance engagement and satisfaction. I am skilled in user research, wire framing, prototyping, and usability testing. My expertise includes collaborating with cross-functional teams to deliver innovative and visually appealing interfaces.

### Personal info

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### Design skills

- Product design
  - User experience design
  - User journey mapping
  - Web design
  - Empathy maps
- Design leadership
  - UX research
  - Prototyping
  - Mobile design
  - User parsona

### COURSES

- Google UX design (coursera)
- UI/UX Design certifited training from Internshala

### Portfolio

 [https://linktr.ee/khushali\\_sheth](https://linktr.ee/khushali_sheth)

### Software

- Figma
  - Adobe XD
  - Sketch
  - MS office
- Adobe Photoshop
  - Adobe Illustrator
  - Jira





### AI usage

- ChatGPT: For User research including mining data for targeted personas behaviors and preferences.
- Khroma: For creating a brand's color palette
- CopyAI: For product and UX copywriting purposes.

### Education

**B.E. - Electronics & Communication**  
(06/2015 - 06/2019) - Gujarat technology university

### INTERESTS

-  Music
-  Painting
-  Travelling
-  Reading

### Work Experience

#### Alvi Software Pvt. Ltd.

UX/UI DESIGNER June 2024 - Present

- Designed and optimized interactive widgets for Voyado, a Sweden-based customer engagement platform used by global retail brands.
- Created end-to-end user flows, wireframes, and high-fidelity UI in Figma for minimized and expanded widget states across platform.
- Collaborated closely with Voyado’s product and development teams to align UI specifications with technical requirements, ensuring smooth implementation across platform.
- Built reusable components and UX patterns that improved design consistency and reduced revision time.

#### Impero IT Services Pvt. Ltd.

UX/UI DESIGNER Aug 2023 - APR 2024

- Worked closely with clients and developers to design the Precision Sport Tech website from start to finish.
- Designed four interfaces for the U-Learn project: one for school admin, one for teachers, one for parents, and one for vendors. Collaborated closely with clients and developers throughout the process.
- Helped develop the Silicon Grid project by designing and implementing a microgrid system. Integrated microgrid data into the app and worked on the project from beginning to end.
- Created "Mopheth," a product for a Nigerian e-commerce website similar to Amazon.

#### 9 series Pvt LTD

UX/UI DESIGNER Nov 2022 - Jul 2023

- Led the end-to-end UX/UI design process for live projects, from initial research and conceptualization to user research, wireframing, prototyping, and visual design.using industry-standard tools (e.g., Sketch, Figma, Adobe xd).
- Collaborated closely with product managers and developers to ensure seamless integration of design solutions into final products.
- Implemented design systems and maintained design consistency across multiple platforms and Created intuitive and visually appealing user interfaces that enhanced user engagement and satisfaction.
- Designed a product named' TruckingU' which help Truck companies to operate at most optimal way, Redesigned Minotti Ahmedabad website , Designed a product named ‘ Strong Mind’ for doctors who works with college athletes and Designed mobile app and web app for Digital Book. Its functionalities are similar to justdial and yellow pages.

#### Jetbro Pvt Ltd.

UX Designer Jan 2022 - Aug 2022

- Worked on live projects and involved in meeting with clients, presenting the new ideas and taking their feedback to make the changes accordingly
- Design a mobile app for mineral Water supplier company ( AAVA Water ) from start too finish in figma (Including research , design , test )
- Designed wireframes regarding different projects, also have done brainstorming session with the team to create user journey in a more meaningful way.

#### Azista industries PVT. LTD

Qulaity assurance enginner oct 2019 - jan 2022

- Design a mobile app for isacn breast device application (cancer detector device) from start too finish design in figma app. (research , design , test )
- Design a web deshboard for automatic weather station in figma app
- Test mobile application with iscan breast device application
- Test web dashboard with aws stations