Dhruvi Swami
UI/UX Designer
Based in Toronto
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Experience

UI/UX Designer // Freelance   // *June 2024 – Present, Toronto*

- Conducted user research and applied findings to improve website design for Jay Enterprise, enhancing engagement through targeted updates.
- Designed navigation and product page wireframes, adhering to responsive design principles, with an aim to reduce bounce rates.
- Developed high-fidelity prototypes in Figma, collaborating with stakeholders to integrate feedback effectively and ensure project consistency.
- Coordinated with developers during weekly check-ins to ensure smooth asset production and design-to-development handoff.

UI/UX Designer // Northeastern University   // *Sept 2023 – May 2024, Toronto*

- Developed SmartPark, a mobile application as a final research project. Created user journey maps and wireframes for key app workflows, improving navigation efficiency.
- Produced interactive prototypes in Figma, facilitating multiple rounds of testing and iterative improvements. Designed and tested UI components for consistency and functionality across devices.
- Ensured visual design alignment with university branding, including typography, color, and layout to enhance user engagement.

UI/UX Designer // NewStar Infotech   // *June 2021 – Aug 2022, India*

- Revamped mobile app UX using a mobile-first approach in an agile environment, boosting user engagement and retention. Redesigned web interface with mobile principles, enhancing conversions and reducing drop-off rates.
- Conducted UX research, including journey mapping and user testing, to improve satisfaction and identify design enhancements. Developed wireframes and prototypes for efficient design approvals.
- Established a design system for internal tools, standardizing UI components and minimizing inconsistencies. Collaborated with developers to resolve design challenges, reducing post-launch issues and enhancing user experience.

UX Researcher // NewStar Infotech   // *Feb 2020 – May 2021, India*

- Conducted usability studies, user interviews, and surveys to gather qualitative and quantitative data, refining information architecture for user navigation.
- Collaborated with cross-functional teams to integrate user feedback into product development.
- Developed user personas and journey maps to better understand user needs and behaviors. Presented research findings to stakeholders to inform design decisions.
- Created visually engaging graphics and layouts that aligned with branding guidelines, enhancing user engagement and communication.

Education

Northeastern University // MS in Project Management   // *Sept 2022 - May 2024*
Specialization: UX Design & Agile Project Management   // *GPA: 3.8*

CEPT University // Bachelors in Design   // *June 2016 - May 2021*
Specialization: Interaction and Visual Design   // *GPA: 3.2*
Key Project: Researched on *Material Application in Offices: A Quest for Well-Being.*
Student Exchange: UNSW, Australia.

Skills

Technical // Figma, Adobe XD, Google Slides, Adobe Photoshop, Adobe Illustrator, Adobe CC, Sketch, InVision, Miro, Zeplin, Framer, Microsoft Office, HTML, CSS, Java Script, Jira, Figjam, Github, Trello, Slack

Design // User Research, Wireframing, User Flow Diagrams, Usability Studies, Presentation, Prototyping, Design Systems, Usability Testing, Information Architecture, User Journey Mapping, Power BI

Certifications

Google // UX Design Professional Certificate
Johns Hopkins University // HTML, CSS, and Javascript for Developers Specialization Certificate

Website

www.dhruviswami.com