Kalpesh Prithyani
UI/UX Designer

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Dubai, UAE

WORK EXPERIENCE

GrowthDay, UI/UX Designer
OCTOBER 2021 – PRESENT | REMOTE
- Setting up the foundation for a design system, Storybook, and brand visuals to avoid future debts, handling DesignOps, and promoting good design practices.
- Designed the enterprise console for admins to manage employee accounts.
- Testing, designing & gamification of features to ensure users are motivated to achieve more every day.

Ola, UI/UX Designer
JULY 2021 – SEPTEMBER 2021 | BANGALORE, INDIA
- Designed the MVP product for their new grocery delivery app.
- Made micro-animations for the UI of the new e-scooter using principle and After Effects

Recamov, Freelance Project
JUNE 2021 – NOVEMBER 2021 | REMOTE
- Designed logo and documented the branding guidelines.
- Crafted wireframes for a remote job-seeking platform.

Cactus Communication, UI/UX Design Intern
JANUARY 2021 – JUNE 2021 | REMOTE
- Designed journal recommendation system as an add-on feature to Pubsure through user interviews & desk study. The feature helps in selecting a journal for your research paper.
- Improved the conversion rates of the product by tracking daily metrics & clicks (Hotjar, Clevertap).

Shinc, Freelance Project
OCTOBER 2020 – MARCH 2021 | REMOTE
- Designed a web app UI for managing ship docking experience on Figma.

Obvious Design Studio, Design Intern
MAY 2020 – JULY 2020 | REMOTE
- Webpage design for Open Obvious - An open-source repository of in-house tools and practices
- Setting illustration guidelines for project case studies
- Webpage design for Pause (leave management tool) using Figma and Webflow, embracing consistency and modularity.
- Being a remote internship, helped me improve my communication, brainstorming, and collaboration skills.

RECOGNITION

Adobe Creative Residency Project
Worked with Adobe on their XD platform to explore new possibilities for the auto-animate feature, Jan 2020

Frontify Dribbble Playoff, Winner
Won a Macbook Pro in a worldwide competition on Dribbble, Oct 2019

Protopie Dribbble Playoff, Finalist
Won subscription worth $500, July 2020

Nutanix UX Design Challenge, Finalist
Amongst top 6 finalists in India, May 2020

EDUCATION

UX Design, M.Des
JULY 2019 – JUNE 2021 | MIT – ID, PUNE
Designed & developed a user-friendly web platform for daily short news summary

Computer Science Engg, B.E.
AUG 2014 – APR 2018 | IET DAVV, INDORE
Developed a platform to facilitate digital signatures using Angular JS and node

SKILLS SET

Design
Ideation • Userflows • Information Architecture • Design thinking • UI graphics • Wireframing • Interface design • Advanced Prototyping • Motion Design • Illustrations

Research
User interviews & surveys • Usability & Concept Testing • Task Analysis • A/B Testing • Diary study • Qualitative & quantitative analysis • Personas • Storyboarding

Programming
(Strong) HTML • CSS • Javascript
(Familiar) React • Redux • Firebase • Storybook

WORK EXPERIENCE

ZenOwn, Freelance Project

FEBRUARY 2020 – JANUARY 2021 | REMOTE

- Created a product explainer video for marketing on ProductHunt using After effects
- Made multiple short videos for social media promotion

Appointy, Part-time Designer

JULY 2019 – NOVEMBER 2020 | REMOTE

- Designed landing pages for marketing using the design system on Figma.
- Trained new designers on the best practices.

Appointy, Lead Designer

JULY 2018 – JUNE 2019 | BHOPAL, INDIA

- I did Rebranding and documented guidelines for setting up multiple product lines to enable consistency.
- Designed the UI (using Sketch app) and micro-animations (using After Effects) for the appointment scheduling app.
- Worked with the marketing team on social media assets (using Photoshop) and adverts which lead to an increase in lead generation and conversion rates.

Sattva Solar, Freelance Project

JANUARY 2018 – APRIL 2018 | REMOTE

- Designed and developed an interactive website for a solar panel installation firm using Bootstrap.
- Designed a brochure, visiting card and made a video for the launch using after effects.

Tingz, Freelance Project

AUGUST 2017 – DECEMBER 2017 | REMOTE

- Designed and developed a marketing website for a local gourmet bakery to help them take enterprise orders (using Photoshop and Bootstrap).

EngineerBabu, Design Intern

MAY 2017 – JUNE 2017 | INDORE, INDIA

- Worked on rebranding and marketing of a freelance service platform by creating social media assets & an interactive website using photoshop and illustrator.
- Held brainstorming sessions to create an MVP of the service.

Innovative BIZ technologies, Front-End Dev Intern

APRIL 2016 – DECEMBER 2016 | BHOPAL, INDIA

- Designed and developed a mobile app for college admission drive using Bootstrap and Intel XDK.
- Designed and developed landing page websites for several clients using Bootstrap.

TOOLS

Figma • Miro • FigJam • Adobe XD • Sketch App • Illustrator • Photoshop • After Effects • Protopie • Principle • WebFlow

HOBBIES

Playing multiplayer strategy games
Watching animes and movies
Reading books

LANGUAGE

English, Hindi

PORTFOLIO

- www.kalpeshp.in
- www.instagram.com/kalpesh.prithyani
- www.medium.com/@kalpeshprithyani
- www.linkedin.com/in/kalpesh-prithyani
- www.behance.net/kalpeshprithya
- www.dribbble.com/kalpeshPrithyani

REFERENCE

Available on request.