Himanshu Jadiya

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🎓 Education

Government Polytechnic
Ahmedabad, India

- Diploma in Computer Engg.

💼 Professional Experience

User Experience and User Interface Designer
04/2022 – 10/2022

Selcom Tanzania

Creating unique designs and providing with solutions to make the user experience more fluent and attractive.

Freelance User Interface and User Experience Designer
08/2020 – present

Consulted with tech startups to review current products and provide design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping.

🧠 Skills

Visual Design
Creative and passionate Visual Designer with extensive experience in multimedia design.

Prototyping
Creating a user flow and user journey to make a solid wireframe of the product.

Design Thinking
A creative approach to problem solving that entails understanding the needs of the user, understanding the context and culture of all stakeholders, questioning the problem and all assumptions associated with it, suggesting potential solutions, and testing these solutions.

Team Player
Dynamic team player and innovative leader offering excellent collaborative and interpersonal skills.

🧩 Tools

Figma

Utilized Figma to create wireframes, prototypes, and high-fidelity designs for web and mobile applications. Collaborated with cross-functional teams to iterate on designs and incorporate feedback in real-time.

Notion

Used Notion to organize and manage design projects, including tasks, deadlines, and design assets. Created design documentation and shared with stakeholders for better project management and collaboration.

Adobe Photoshop

Created mockups, branding materials, and visual designs for web and mobile applications. Developed visual identities, maintained brand consistency, and enhanced product images.

Adobe XD

Developed interactive prototypes and user flows using Adobe XD. Conducted user testing and made design iterations based on feedback to improve the user experience.

Adobe Illustrator

Designed custom icons, illustrations, and graphics for web and mobile applications using Adobe Illustrator. Used vector graphics to create scalable designs for various screen sizes and resolutions.

Jitter

Used Jitter to create animations and micro-interactions for web and mobile applications. Incorporated animation to enhance the user experience and add visual interest to designs.

🎖 Certificates

Google UX Design Specialization ⊡

Responsive Web Design in Adobe XD ⊡

Create High-Fidelity Designs and Prototype in Figma ⊡

Foundation of UX Design ⊡

Conduct UX Research and Test Early Concepts ⊡

Build wireframes and low-fidelity prototypes ⊡

📂 Projects

Duka.Direct ⬈

Duka.direct is the fastest growing online shopping mobile app in Tanzania. This app brings buyers and sellers together through various important products, food, drugs, etc. Duka.Direct is Tanzania's leading e-commerce platform with a solution-first approach to consumer demands and tech-first approach to delivery & logistics.

- Led UX and UI design efforts for the Duka Direct app, a mobile e-commerce platform that enables small businesses to sell and deliver products directly to consumers.

- Conducted user research and identified pain points in the previous app version, such as confusing navigation and slow checkout process.

- Streamlined the user flow and redesigned the app's interface to improve the user experience, focusing on clear navigation, easy checkout, and engaging visuals.

- Collaborated with the development team to ensure the designs were implemented accurately and maintained a high level of usability.

- After launching the redesigned app, Duka Direct saw a significant increase in sales and orders, with user engagement and retention rates improving by 20% and 15% respectively.

E-Notes

End to End design for E-notes application including logo design that makes sharing notes on a college department level robust, efficient and scalable.

- UX and UI design for the e-Notes app, a platform that simplifies note-sharing for college-level teachers and students.

- Conducted user research to identify pain points in the previous note-sharing system and designed an intuitive interface that allowed users to easily create, organize, and share notes.

- Developed a simple, user-friendly interface that enabled users to easily navigate the app and access their notes quickly.

- Designed a unique system for organizing notes, including the ability to add tags, create notebooks, and filter notes by course and topic.

- Developed collaborative features that allowed students and teachers to work together more effectively, including in-app messaging and real-time document editing.

- Used a clean and modern design aesthetic that was consistent with the e-Notes brand, creating a cohesive and visually appealing experience for users.

- After launching the redesigned app, e-Notes received positive feedback from users, with many commenting on the app's ease of use and helpful features.

StratX ⬀

- End to End design for a Crypto Trading website and application StratX, an online platform that makes automated trading accessible to a broad range of users, including both beginners and experienced traders.

- Conducted user research and identified pain points in the compititions platform, such as complex trading algorithms and a confusing user interface.

- Designed the platform's user interface with a focus on simplicity and ease of use, simplifying the trading process and making it more accessible to a broader range of users.

- Developed clear and concise instructions, helping users understand how to use the platform effectively and make informed trading decisions.

- Created intuitive navigation and user flows, making it easy for users to navigate the platform and access the features they need.

- After launching the redesigned platform, StratX saw increased user engagement and adoption, with user satisfaction rates improving by 30%.

- StratX aims to bring the popular trading strategies of the market in an automated way by developing trade bots which can be configured as per the users wish and once integrated on the exchanges they will perform trades for end users and all this for a flat monthly subscription fee.

Yemen Kuwait Bank (YKB)

App design for Yemen Kuwait Bank also known as YKB.

The Yemen Kuwait Bank (YKB) for Trade and Investment is the first commercial Yemeni bank established by the private sector. It provides services and activities of integrated banking and investment locally and internationally. According to the bank's strategy, it is headed toward a comprehensive banking, which it will make it the only universal and complete bank in the near future