



Alpesh Gevariya

Frontend Developer (8 Year experience)

Gujarat, India

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EXPERIENCE

Design Manager | Debutify - Nov 2023 - Present

Helping eCommerce brand owners succeed online company headquartered in **Melbourne, Victoria, Australia.**

Key Responsibilities:

- Develop and maintain project schedules, allocate resources effectively, and track project milestones to meet **company objectives.**
- **Develop and implement** design strategies that align with the company's brand identity and business objectives.
- Conduct thorough reviews of design work to uphold **high-quality standards** and **brand consistency.**
- Provide **creative direction** and leadership to a team of designers, ensuring the delivery of **high-quality design solutions.**

Senior Web & UX/UI Designer | SysCreation - Oct 2022 - Oct 2023

A forward-thinking health tech company headquartered in **Burlington, Ontario, Canada.**

Key Responsibilities:

- Developed a **CMS** integrated with a **Responsive Website**, ensuring a seamless user experience by applying UX principles.
- Present projects and gather feedback during **stakeholder meetings.**
- Develop a **PWA** app in **ReactJS**
- Develop **4** admin panel In **ReactJS**

Product and UX/UI Designer | Escale Solutions - May 2021 - Sep 2022

A global digital hub for impact tech startups and investors. Based in **Noida, India.**

Key Responsibilities:

- Set design requirements based on information from internal teams and **user research.**
- Identify new product **improvement opportunities.**
- Analyze how a new product satisfies **market needs** and **consumer preferences.**
- Coordinate with other design team members to ensure **consistent** and **accurate communication.**

EDUCATION

Bachelor of Computer Applications

2016 - 2019

Sarvepalli Radhakrishnan University, India

Web & UI/UX Design

2012 - 2013

Red & White Multimedia Education, India

SKILLS

Frontend Development

React.js

Next.js

jQuery

TypeScript

HTML5

SCSS / CSS3

Bootstrap

Materialize CSS

Tailwind CSS

UI/UX Design

Brand Design

Communication concepts

Editorial Design

Typography

Iconography

Infographics

Competitor Research

User stories

Personas

Prototyping

Information Architecture

Wireframing

Web & UI/UX Designer | Coruscate Solutions - Jul 2019 - Apr 2021

A company specializing in Jewellery and Diamond Industry. Based in Gujarat, India.

Key Responsibilities:

- Collaborated with the product development team to design and implement highly interactive, data-intensive **web applications and created 20+ mobile app UI designs.**
- Illustrated design ideas using **sitemaps, storyboards, and process flows.**
- Conducted interviews with **100+ end users** and designed a new website and its **revenue growth by 16%.**
- Received **95% positive feedback** on **17 completed projects.**

UI Designer | Coruscate Solutions - May 2013 - Sep 2016

A company specializing in Jewellery and Diamond Industry. Based in Gujarat, India.

Key Responsibilities:

- Create and maintain **Brand guidelines.**
- Create **advertisements, banners and print-ready posters.**
- Create **vector-based** social media advertisements.
- Responsible for developing professional design Work for both **print and web.**
- Using **Photoshop and Illustrator** to create logos.

PERSONAL SKILLS

- Provide updates to **top management** and co-ordinate with the team.
- Empathic listener & **persuasive** speaker, **Influencing**, leading, & delegating abilities.
- Leadership - **Managed** teams of multiple resources

TOOLS

Figma
Adobe XD
Sketch
Invision
Balsamiq
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
VS Code

CERTIFICATION

UX concepts validation

2023

intouxdesign

Figma

2023

WeLoveNoCode

AdobeXD

2023

Uxcel

LANGUAGE PROFICIENCY

English: **Fluent**

German: **Basic, (learning A2)**

Hindi: **Native**