MINAL FUMAKIYA

UI/UX DESIGNER

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ABOUT

My thought on UI/UX Designing:

I am passionate about **improving** the lives of others through design. I am a self-taught designer and have learned processes, concepts and theories of UI/UX and product design through attending workshops, reading blogs and applying these to projects in my spare time and at work. I like **prototyping** – it helps me think through interaction models and new possibilities.

Ideology: a big-picture thinker and enjoys working on products end to end, from ideation all the way to development. I enjoy meeting motivated people and share ideas with the world.

SKILLS

I can create **wireframes** at varying levels of fidelity and enjoy **prototyping** ideas. I have some **front-end coding** experience and enjoy working with devs to build ideas out.

These are Tools and Methods, I have worked with:

Design Tools
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Sketch
- InVision Studio
- Adobe XD
- Affinity Designer
- Visual Studio

Design Methods
- Design Research
- Competitive Analysis
- Design Strategy
- Storytelling
- Mood Boards
- Sketching
- Wireframing
- Prototyping

Technical
- HTML
- CSS
- JavaScript
- Bootstrap4

User Research
- Surveys / Interviews
- Personas
- Story boarding
- Usability Testing
- Accessibility

EDUCATION

Bachelor of Engineering in Computer
Gujarat Technological University | Vadodara, Gujarat, India
July 2013 – May 2017

WORK EXPERIENCE

Manulife   May 2021 – Continue
User Experience Specialist   Canada

- Design user interfaces by applying the fundamental principles of user experience design and industry best practices,

- Create and revise user flows, information architecture and low and high-fidelity wireframes based on user needs and goals, business specifications and technical limitations

- Validate design assumptions through concept and usability testing

Bill-E   Apr 2020 – Dec 2020
UI/UX Designer   Canada

- Planned and conducted user research and competitor analysis to Designed mobile application designs for Android and iOS platforms using InVision studio

- Built personas, wireframes, low fidelity & high fidelity prototyping for interaction flow using designing tools InVision Studio, Figma, Illustrator, Photoshop, etc.

- Conducted usability testing for different use cases

Pathguru   Mar 2017 – Dec 2019
UI/UX Designer   India

- Conducted research on different projects for Business Perspective

- Designed Wireframes, Prototypes, User Interface Design, Responsive Websites, Mobile applications Design using tools such as AdobeXD, Photoshop, Affinity Designer, Sketch3, etc.

- Developed webpages using HTML5, CSS3, JavaScript according to designed website prototypes

PROJECTS

APR 2020 - DED 2020
CANADA

Manulife
UI/UX — User Experience Specialist

- Manulife is insurance company and here I am working with HCD (Human Cantered Design) team to redesign Manulife.ca site for individual insurance

- Create and revise user flows, information architecture and low- and high-fidelity wireframes based on user needs and goals, business specifications and technical limitations

- **Tools/Technologies:** Axure, Figma, InVision studio, Sketch, usertesting.com

APR 2020 - DED 2020
CANADA

Bill-E
UI/UX Designer and Mobile Application Designer

- Bill-E is a financial assistant help user to track their expenses wisely and efficiently using Green Receipt

- Redesigned the application and prepared personas, wireframes, low fidelity & high fidelity prototyping for interaction flow using various design tools

- **Tools/Technologies:** InVision Studio, Figma, Illustrator, Photoshop

FEB 2020 - MAR 2020
CANADA

Help Local Street
UI/UX Designer and Website Designer

- Help Local Street give financial support to the local restaurant where people can buy gift cards in order to help local businesses during COVID-19

- Designed a logo, personas, responsive website, and Development web pages according to newly designed prototypes

- **Tools/Technologies:** Figma, HTML5, CSS3, JS, Bootstrap4

JUL 2019 - JAN 2020
CANADA

PetWorld
UI/UX Designer and Mobile Application Designer

- PetWorld is an E-commerce platform where user can find a great selection of pet food, treats, toys, accessories & more

- Involved in Market Analysis, Wireframing & Prototyping and Visual Assets like logo, icon, images, infographics, UI components

- **Tools/Technologies:** Sketch, Illustrator, Affinity Designer

AUG 2018 - JUN 2019
INDIA

ClinicOnTop
UI/UX Designer and Website Designer

- ClinicOnTop provides IT operations and marketing activities to clinic and healthcare practices

- Collaborated with fellow designers, product owners and engineers to incorporate functionality that is compatible with and advances our design language, meets user needs, business requirements

- **Tools/Technologies:** AdobeXD, Illustrator, HTML5, CSS3, JS, Bootstrap4

MAR 2018 - JUL 2018
INDIA

Ambrosia
Website Designer and Development

- Ambrosia is a restaurant and bar in New Zealand. Through their website, customers can reserve a table for any amount of guests and check out the menu
- Conducted client interviews to help create a simplified setup flow for restaurant booking management and involved in making Wireframes, Prototypes, Visual assets, Developed Responsive Websites.
- **Tools/Technologies:** AdobeXD, Affinity Designer, HTML5, CSS3, JS, Bootstrap4

JUL 2017 - FEB 2018
INDIA

Aajivan
Website Designer and Development

- Through "Aajivan", user can easily book an appointment with a nearby hospital and get faster treatment and consultation with specialists on-demand
- Involved in designed a logo, personas, responsive website, and developed web pages according to latest industry trends
- **Tools/Technologies:** Illustrator, InVision Studio, HTML5, CSS3, JS, Bootstrap4

MAR 2017 - JUN 2017
INDIA

LappyPad
Website Designer and Development

- LappyPad is a modern day Portable Work Station. It is a multi-purpose pad that adapts easily according to lap position and gives maximum comfort
- Designed a brand logo with website and marketing banners for social media. Involved in developing webpages
- **Tools/Technologies:** Photoshop, Affinity Designer, HTML5, CSS3, JS, Bootstrap4