

Hard Skills

UX Research & Analysis

User Flows/Journey Maps

Analytics & Personas

Storyboard & IA

Wireframe Design

UI Design & Prototyping

Usability & A/B Testing

WordPress & Webflow

HTML/CSS/JS

Soft Skills

Project Management

Quick Lerner

Collaboration

Creative Thinking

Problem solving

Tools

Figma, XD

Adobe Suits

MS Visio / EdrawMax

InVision

Framer

Miro board

CorelDraw

Canva

Education

Bachelor of Computer Engineering, Gujarat Technological University, 2016

Diploma in Computer Engineering, Gujarat Technological University, 2009

Certificate

Gang of 4 - Design

Patterns

eShiksha, 2021

Complete Web Design: from Figma to Webflow Udemy, 2020



Seasoned UX/UI Designer with 8+ years of expertise in crafting intuitive, user-centric digital experiences for web and mobile applications. Proficient in Figma, Adobe tools, MS Visio, Miro, Invision, Jira, Slack and Concepts, with a strong background in user research, Wireframing and prototyping. Collaborated with cross-functional teams to deliver the user centric outcome and successful projects for the clients.

<https://www.linkedin.com/in/rahi-modi/>

<https://www.behance.net/rahimodi>

https://dribbble.com/Rahi_Mod

Employment History

Senior UX/UI Designer **Riseascend Technologies - 09/2022 to Present**

- I have continued to conduct user research and usability to inform design decisions, consistently improving user satisfaction and engagement for various projects and clients like NDTV, Credentially, HCL, Blackwise, Brightdrop, etc.
- Receiving 95% positive feedback from clients and completed projects average of 10% before deadline using Figma, Adobe tools, Concepts, MS visio and Webflow.

Senior UX/UI Product Designer **Trane Technologies - 07/2021 to 07/2022**

- Conducted 25+ Interviews with product dealers as a part of UX research.
- Utilized user research to scope product requirements and translate product requirements to design ideas (UCD) and present them to stakeholders for review and feedback using agile methodology.
- Conducted weekly brainstorming sessions with the team for a "Connect app".
- Created 20+ flow diagrams, personas, wireframes, site maps, and managed UI design with hi-fi interactive prototypes for different platforms like iOS and webpage using MS Visio, Adobe XD and Miro.
- Delivered tasks 15% faster than the estimated time and received appreciation.

Senior UX/UI Designer **Leo Burnett - 02/2021 to 11/2021**

- Worked on 14+ service-based responsive digital projects with research and design.
- Led multiple projects simultaneously like Microsoft, Adani data centre, SpiceJet, Airtel, etc with findings from customer segmentation, qualitative and competitive research, increasing website/app leads by 180%.
- Worked cross-functionally to deliver to 95% client satisfaction.
- Delivered user central design to the development and communication of clear design guidelines, patterns, libraries and assets for desire outcome.
- Redesigned core website interface, improving user session time by 30%.
- Trained new joiners and interns with 80% satisfaction.

UX/UI Designer & Webflow Designer **Shilp Creations - 04/2018 to 01/2021**

- Designed 35+ screens for apps with take care of material design guidelines.
- Introduced A/B testing to measure design performance, increase average 25%.
- Completed projects an average of 10% before the deadline.
- Used Figma in the conversion of lo-fi wireframe to hi-fi prototypes, increasing by 30% as a Freelancer/Remote for 10 to 11 months.
- Designed 6 mobile first websites and developed them in WordPress & Webflow.

Graphics Designer and Researcher **UniqYou Int. Foundation - 06/2016 to 02/2018**

- Designed 30+ Banners with visual guidelines using CorelDraw and Photoshop.
- Created 16+ logos, certificates, and brochures for different events.
- Got a chance to coordinate with 75+ parents in school as a part of the analysis.
- Boosted UX scores by 25 % above average after conduct qualitative and quantitative research for the organisation.