DHRUVEE SHAH
Front End Developer, UI/UX Designer (10+ years)
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Skills: UI / UX Design, Visual Design, Responsive Design, Hybrid Design, Rapid Prototyping, Product Design, Web Application Design, Mobile App Design, Wireframing, User Testing/ Usability, Native Design (Android/IOS).

Tool: UX Pilot, Adobe XD, Figma, Adobe Photoshop, Adobe Dreamweaver, HTML/XHTML, CSS2/CSS3, After Effects, Flash Animation

Third Party Tool: JavaScript, jQuery Customization, jQuery Mobile, Material Designing Concept, React UI Framework, Typescript, Angular Framework.

PROFESSIONAL EXPERIENCE
April 2025 – Till Date
Tann Mann Foundation (Chicago, IL)
Role: UX/UI Designer
Key Milestone

Working as UX/UI Designer at Tann Mann Foundation, overseeing the design direction and user experience strategy to support the foundation's digital outreach initiatives.

- Design a plugin that could **seamlessly integrate** with diverse shopify/ecommerce sites.
- Led end-to-end UX/UI design efforts for digital products and platforms supporting the foundation's initiatives.
- Defined design goals aligned with the foundation's mission, ensuring accessibility and inclusivity for diverse user groups.
- Conducted user research, stakeholder interviews, and usability testing to understand community needs and behaviors.
- Led a cross-functional UX/UI team, providing clear direction, feedback, and support to ensure high-quality design outcomes.
- Mentored junior designers by promoting best practices in design thinking, usability, and accessibility.
- Fostered a collaborative environment that encouraged innovation and open communication.
- Established and refined design processes, including research planning, design sprints, prototyping, and usability testing.
- Worked closely with developers, content creators, and programs lead to ensure seamless integration of design with development and outreach goals.
- Conducted regular design reviews to maintain quality and alignment with user needs and project objectives.
- Ensured all digital assets adhered to accessibility standards (WCAG) and responsive design principles.
- Measured the success of design initiatives through user feedback, analytics, and engagement metrics.
- Iterated on designs based on real-world feedback and evolving user needs.

Tools: Figma, Angular Framework

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Sept 2024 – Oct 2024
Transnational Software Services Inc (AI PharmaExchange)(Chicago, IL)
Role : UI / UX Designer/ Front-End Developer
Key Milestone
Website Design: The website served as an overview for the launch of AI PharmaExchange.
- Conducted thorough research and designed a one-page website layout for AI PharmaExchange using React and Figma.
- Assessed key functionalities and user flows to ensure seamless navigation.
- Designed an intuitive navigation structure to simplify the user experience and provide easy access to essential information.
- Webflow used to implement the design, delivering a responsive, user-friendly interface.
- **Implementing JavaScript (ES6+)**, **TypeScript**, and **CSS frameworks**, with hands-on experience in agile development environments and cross-functional collaboration

Product Design:
Reviewed and analyzed competitor websites to understand industry standards and identify opportunities for differentiation.
- Assessed competitor features and navigation structures to create a more effective, user-centric design for AI PharmaExchange.
- Researched key product features such as AI-Enhanced Talent Identification and Matching, Comprehensive Talent Pool Access, and Compliance and Regulatory solutions for AI PharmaExchange.
- Established a cohesive color theme and branding elements that align with AI PharmaExchange's mission and appeal to the target audience.
- Created wireframes and interactive prototypes to visualize and refine the product layout and user journey, incorporating elements like AG Grid, analysis charts, Material UI standards, and React icons.
- Executed the finalized designs in the product flow, ensuring a responsive and visually engaging site that enhances user experience. Collaborated closely with the CEO of TNS Services and participated in daily scrum meetings in an Agile environment.
- **Pixel-perfect UI Implementation** – Turning Figma/Sketch designs into production-ready code.

- Reusable Component Architecture – Building scalable component libraries using React and Storybook.
- Seamless Collaboration – Working closely with design, backend, and QA teams in Agile/Scrum environments.
- Clean & Maintainable Code – Following best practices, writing testable and well-documented code.

Tools: Adobe Photoshop, Figma, Adobe Illustrator.

Technology and Languages: React UI Implementation, Next JS, Typescript

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Dec 2020 – Jul 2023 (Chicago, IL)

QGain

Role : UI / UX Designer / Front-end Developer

Key Milestone:

- Brand Guidelines: Created a comprehensive guide to ensure consistent application of branding elements across all platforms.
- Competitor Analysis: Conducted thorough research on competitor websites to identify features, navigation patterns, and design elements.
- Feature Analysis: Evaluated key functionalities and user flows from competitor sites to incorporate best practices.
- Navigation Design: Designed an intuitive navigation structure that simplifies user experience and ensures easy access to key information.
- Implementing **TypeScript**, **RxJS**, and **Angular Material**, with a strong understanding of **component lifecycle**, **state management**, and **REST API integration**. Passionate about clean code, accessibility, and creating engaging user experiences that drive business outcomes.
- Competitor Websites: Reviewed and analyzed various competitors to understand industry standards and identify opportunities for differentiation.
- Feature and Navigation Analysis: Assessed features and navigational structures of competitors to design a more effective and user-centric website for QGain.
- Color and Branding: Finalized a cohesive color theme and branding elements, ensuring they align with QGain's mission and target audience.
- Wireframes and Prototypes: Developed wireframes and interactive prototypes to visualize and refine the website layout and user flow.
- Web flow Design: Applied the finalized designs in Web flow, focusing on creating a responsive and visually appealing site that enhances user engagement.
- Design patterns, reusable solutions to common design problems that help create a seamless, intuitive, and user-friendly experience.
- Following WCAG for creating inclusive digital experiences.

Tools: Adobe Photoshop, Figma, Adobe Illustrator.

JNP Biotech

Role: UX / UI Designer

Key Milestones

- As a UX researcher, I was involved in the **Discover, Define, Develop and Deliver** phase.
- Conducted detailed market research in the Shopify/E-commerce in health accessories industry to understand customer needs and market trends.
- Finalized a third-party payment tool after evaluating several options for security, ease of use, and compatibility with the platform.
- Decided on the most suitable technology stack for the website, balancing user experience, scalability, and futureproofing (for example, choosing a CMS, front-end, back-end technologies, or cloud services).
- Designed a unique brand identity for JNP Biotech's online platform, including a professionally designed logo and color scheme that aligns with the company's vision.
- Developed a modern and responsive website design focused on user-friendliness, attractive aesthetics, and mobile optimization. Created user stories that outline the functionalities needed from the platform. These stories served as the foundation for the development process, addressing the needs of various user roles (e.g., customers, admins). Examples of User Stories.
- As a user, I want to browse health products based on categories.
- As a customer, I want a seamless checkout experience with various payment options.
- As an admin, I want to manage orders and track sales easily.
- Broke down the development process into phases:
- Phase 1: Core E-commerce functionalities – product listing, shopping cart, payment integration.
- Phase 2: Advanced features – customer reviews, loyalty programs, and personalized product recommendations.
- Phase 3: Continuous optimization – enhancing site speed, SEO integration, and scalability improvements.

Tools: Adobe Photoshop, Adobe XD, Adobe Illustrator, Dreamweaver.

Technology & Languages: HTML, CSS, JS, jQuery Media Queries.

TripDreamz

Role: UX Researcher

Key Milestones

- As a UX researcher, was involved in the **Discover, Define** phase.
- Detailed Profiles: Allow users to create comprehensive profiles including travel interests, previous travel experiences, and preferences.
- Trust Ratings: Implement a rating and review system where users can rate each other based on their travel experiences. This could include feedback on reliability, communication, and overall compatibility.
- Compatibility Matching: Develop an algorithm to match users based on travel preferences, interests, and personality traits.
- Interest Tags: Users can tag their interests (e.g., adventure travel, cultural experiences, relaxation) to find others with similar preferences.
- Verification Processes: Include identity verification to enhance trust and safety.
- Emergency Contacts: Allow users to designate emergency contacts who can be alerted in case of issues during the trip.
- Travel Insurance Options: Partner with insurance companies to offer travel insurance options directly through the platform.
- Shared Itineraries: Enable users to collaboratively build and edit travel itineraries.
- Group Chat: Provide a secure messaging system for users to communicate and coordinate details.
- Local Insights: Offer recommendations for activities, restaurants, and attractions based on the interests of the group and local highlights.
- Customizable Plans: Allow users to customize and adjust plans based on group preferences.
- Expense Tracking: Include tools for tracking and splitting expenses among group members.
- Payment Integration: Integrate payment systems for easy cost-sharing and booking.
- Continuous Improvement: Regularly gather user feedback to refine and enhance platform features and address any issues.

Tools: Adobe Illustrator, Adobe XD

March - May 2020
General Assembly UX CERTIFICATION PROJECT
Pick Park
Overview: Pick Park is the car park application which gives you smart, quick and easy way to find parking space and is designed for all smart phones.
Key Milestones
1. Creating requirement for the app
2. Targeting and doing in-depth User experience research by following thorough process of UX which includes:
Problem Statement, Discovery, Ideas, interviewing users, Findings based on Interviews, Competitor Research / Competitor analysis Key Findings, Affinity Map, Creating Persona, Deciding User flow, Paper Prototyping, Feature Analysis, Creating Sitemap, Creating Business Proposal Based on all above, Card Sorting, Sitemap, Prototyping, Usability Testing
Tools: Photoshop CS, Adobe XD

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Jan 2016 - Nov 2020

Snapryde (SFO, CA)
Role: UI / UX Designer / Front-End Developer
Key Milestones
- Visual design and branding of Snapryde, which included creating the logo and overall branding elements. This likely involved ensuring that the app's look and feel resonated with the target audience—university students.
- As a UX researcher, was involved in the **Discover, Define, Develop and Deliver** phase.
- Handled the marketing strategy, which would include promoting Snapryde to its intended users, creating marketing materials, And potentially working on campaigns to boost app visibility and user acquisition.
- Conducted research to identify and prioritize features that would be valuable to university students using the ride-sharing app. This would involve understanding user needs and preferences.
- After implementing features, you performed usability testing to evaluate how well the app worked for its users. This step is critical for identifying any issues or areas for improvement.
- Designed the mobile interface and ensured that the user flow was intuitive and efficient. This would include creating wireframes, mockups, and prototypes to visualize and refine the user experience.
- Micro-interactions are key to enhancing user experience, especially in touch-based applications. Here are some best practices for implementing effective micro-interactions to improve app flow:
- Visual Cues: Use animations to indicate when a user has successfully completed an action (e.g., a button press that changes color). Sound Feedback: Subtle sounds can confirm actions without being intrusive.
- Progress Bars: Use a simple progress bar or spinner during loading times to keep users informed. Skeleton Screens: Display placeholders while content loads to enhance perceived performance. Smooth Transitions: Use animations to transition between screens to make navigation feel seamless.
- Micro-animations: Animate elements like buttons, toggles, or icons to draw attention to interactive elements. Error Messages: Provide clear, friendly messages with guidance on how to correct mistakes.
- Shake Animation: A gentle shake can indicate an error in input, prompting users to correct it .

- Design patterns, reusable solutions to common design problems that help create a seamless, intuitive, and user-friendly experience.
- Following WCAG for creating inclusive digital experiences.
- Working on Marketing and Branding Designs (Email, Banners, Hoardings, demo videos)

Tools: Paper Prototyping**,** Adobe Photoshop, Adobe XD, Adobe Illustrator, Dreamweaver, Figma.

Technology & Languages: HTML, CSS, JS, jQuery Mobile Framework, jQuery Media Queries, Ionic Framework.

CloudImmense (SFO, CA)
Role: UI Designer
Key Milestones

- Collaborated with stakeholders to gather detailed requirements for the website, ensuring alignment with business goals and user needs.
- Conducted thorough discussions to capture the desired features, functionality, and design expectations.
- Converted gathered requirements into comprehensive storyboards, providing a clear visual representation of thewebsite's structure and user journey.
- Created initial wireframes and paper prototypes to brainstorm and iterate on design ideas, facilitating early feedback and refinements.
- Utilized Adobe Photoshop to design high-fidelity mockups of the website, ensuring that all visual elements were aligned with the brand's identity and user requirements.
- Focused on creating a one-page responsive layout for both web and mobile platforms, ensuring a seamless experience acrossdevices.
- Developed the website using HTML and jQuery, translating the design into a fully functional, responsive layout.
- Themed the app according to the Design System Requirements, ensuring consistency with the overall design language and branding.
- Design patterns, reusable solutions to common design problems that help create a seamless, intuitive, and user-friendly experience.
- Following WCAG for creating inclusive digital experiences.

Tools: Adobe Photoshop, Adobe Illustrator, Dreamweaver.

Technology & Languages: HTML, CSS, JS, jQuery Media Queries.

Feb 2012 - July 2015
Quinnox Consultancy Services - CMMI Level 3, Mumbai
Role: UI Lead / UX Designer, Front-end Developer
Projects: BestBuy, Imploy.Me, MDIS, Lismore, Quinnox Intranet, Cappex, Eureka Forbes Limited, Ohum Health Care, Sports Charlet, Car Appliction(Pre Sales), Coco Cola.
Key Milestones

- Worked on components and adding shopify features to E-commerce website and applications
- Worked closely with the development team to ensure that pages were developed in line with code standards and best practices.
- Performed cross-browser functionality checks to ensure consistent user experiences across various browsers.
- Developed HTML pages within the .NET framework, ensuring compatibility and seamless integration with backend systems.
- Provided ongoing maintenance and updates to ensure the pages remained functional and up to date.
- Participated in brainstorming sessions to design effective navigation structures and functionalities that enhance user experience.
- Ensured that all features and navigations were intuitive and aligned with the user journey.Engaged with stakeholders to gather detailed application design requirements for both web and mobile platforms.
- Ensured that the requirements were well-documented and converted into actionable design goals.
- Translated gathered requirements into user interface designs for Android mobile applications, ensuring adherence to platform guidelines and best practices.
- Focused on delivering responsive and visually consistent UIs across Android devices.Managed and cropped assets, optimizing images for mobile and web use while maintaining high-quality visuals.
- Ensured that images were correctly sized and formatted for various platforms and screen resolutions.Developed and customized HTML to meet specific technological and design requirements.
- Tailored HTML implementations to integrate seamlessly with the technology stack, ensuring optimal performance and functionality.

Tools: Adobe Photoshop, Adobe Illustrator, Dreamweaver,

Technology & Languages: HTML, CSS, JS, jQuery Mobile Framework, Material Design Concept, jQuery Media Queries, Bootstrap.

Dec 2010 - Jan 2012
Infinite Computing Systems Inc. CMMI Level 3
Role: Senior UI Designer, Front-end Developer
Projects: Artworksource, Costco, Wholesale Art, Pre Sales -Taste of India, PSTS, Post Card Application (Android), Astrology / Educational Website, Health Care.
Key Milestones

- Interaction with development team for the development of page and maintaining the required code standard checking cross functionality in browser.
- Developing HTML Pages in Dot net and Maintenance.
- Brainstorming for the navigation and functionality to be in place.
- Requirement Gathering for application design.
- Converting the requirement into UI for android mobile application.
- Asset Cropping of images.
- Requirement Gathering,
- Converting the requirement into UI.
- Making html and customizing as per the technology required.

Tools: Adobe Photoshop, Adobe Illustrator, Dreamweaver,

Technology & Languages: HTML, CSS, JS, Dotnet, Dotnetnuke.

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Dec 2009 – Nov 2010
Zycus Infotech Pvt Ltd, Mumbai
Role: Senior UI Designer/Front-end Developer
Key Milestones
- Worked within an **Agile environment**, participating in **regular Scrum meetings** to discuss progress, share updates, and plan for upcoming features. Handled **7 products simultaneously**, showcasing your multitasking and project management skills.
- Common Repository for designing and developing pages, collaborating across teams and ensuring consistency.
- Played a key role in **implementing new features every two weeks**, in line with Agile's iterative nature.
- Engaged in **brainstorming sessions** to discuss and innovate new features for the products.
- Converted **Visual Design to CSS-based HTML** and used **jQuery** to create prototypes.
- Managed **browser compatibility** issues, ensuring that the products functioned well across different platforms.
- You designed **visual elements** for new features that matched the existing product's look and feel.
- Supported the development team in resolving **UI-related issues** and worked on **bug fixes**.

Tools: Photoshop CS
Technology & Languages: HTML, JS, jQuery

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July 2007 – Nov 2009
Idealake Information Technologies, Mumbai
Role: Web Designer, Front-end Developer
Projects: BSE Plus, Sharekhan, Mirchi Movies, UTV World Movies, ICICI Loan at Click, Dharma Production, Yatra Capital, Siref, Reliance Intranet Site.
Key Milestones
- Converting Visual Designs to CSS-based HTML / Javascript
- Cross - Browser Compatibility Management
- Visual Design for New Features
- Support for Development Team with production
- Flash Banners, Newsletters, and User Stories
- SharePoint Page Development
- Content Management Tool Experience

Tools: Photoshop, Flash, Dreamweaver
Technology & Languages: HTML, JS, jQuery

EDUCATION / CERTIFICATION

1999-2004	2005	March – May 2020
Bachelor of Commerce	**Graphic Designing**	**UX Designer**
Mumbai University - India	Arena Institute	General Assembly