

JALDHI MAKHECHA

User Experience & Interface Designer (UX/UI)

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📍 Kingston, London

🔗 Portfolio

🌐 LinkedIn

PROFILE

Results-driven **UI/UX Designer** with over **2 years of experience** creating intuitive, user-centric digital experiences across **web and mobile platforms**. Proficient in **user research, usability testing, accessibility (WCAG), and rapid prototyping**, with a track record of delivering innovative solutions to enterprise clients. Passionate about **collaboration in agile teams** and leveraging **AI-powered tools** to optimize solutions, gain user insights and design outcomes.

SKILLSET

Design Systems Management: Building and Maintaining Style Guides, Pattern Libraries, and Component-Based UI Design.

User Research & Testing: Usability Testing, A/B Testing, Eye-Tracking Studies, Heuristic Evaluation, Survey Design (Qualtrics, Google Forms), User Interviews, and Competitive Analysis.

Information Architecture: Sitemap Creation, Taxonomy Design, Navigation Schemes, Content Strategy, and Card Sorting.

Typography & Visual Systems: Grid Systems, Color Theory, Hierarchical Design.

Accessibility Standards: WCAG 2.1, ARIA Markup, and Inclusive Design Practices.

UX & Design Tools: Figma, Adobe Creative Cloud, AI-Powered tools, Rapid Prototyping, Axure RP, Principle, Balsamiq.

Prototyping & Wireframing: Low and High-Fidelity Prototyping (Lo-Fi / Hi-Fi), Interactive Wireframes, User Flows, Journey Mapping, Mockups, and Storyboarding.

Analytics & Performance Tools: Google Analytics, Hotjar, Crazy Egg, Mixpanel, and Behavior Heatmaps.

Communication, Collaboration and Tools: Collaboration with developers, Active Listening, Teamwork, Miro, Microsoft Teams, Slack, and Notion.

Agile Workflows: Jira, Trello, Asana and Scrum/Agile Methodologies.

PROFESSIONAL EXPERIENCE

Ryansgate

Oct 2024 – Nov 2024 | Remote, UK

UX/UI Designer - Freelance

- Collaborated with Senior Freelance UX Designer to craft sleek, **modern designs and visually stunning** videos that embody the brand's essence with simplicity and elegance.
- Successfully **implemented a comprehensive issue-reporting system to streamline communication between** residents and city officials, through research-driven iterations doing **7+ user testings**.

WMP Creative

Feb 2024 – Aug 2024 | Oxford, UK

UX/UI Designer

- Enhanced user experience that spanned various platforms and devices at WMP, **collaborating with developers and senior CX designers**.
- Through a detailed website evaluation using Hotjar and GA4, **pinpointed specific conversion barriers** such as cart abandonment and navigation complexity.
- Boosted **website traffic by 30%** for a B2C client by implementing UX-optimized design changes.
- Played a key role in **creating a design library** for a leading manufacturer of gas monitoring devices, **enhancing user experience by 15%**.
- **Applied a centralized design library** to streamline the development of both the service software solution and accompanying app, resulting in a **boosted conversion rate of 8.2%**.

DI'ERO Enterprise

Sep 2023 – Nov 2023 | Remote, India

Web Designer - Freelance

- Defined and managed a comprehensive **product roadmap**, coordinating with development and design teams to launch a feature-rich website on schedule and within budget.

- Delivered **90% client satisfaction** by iteratively incorporating user feedback into **interface design** using tools like Figma, and Miro, ensuring a seamless journey.
- Designed **interactive wireframes and prototypes** for websites, focusing on **responsive design** principles and adhering to **accessibility guidelines** to enhance **cross-platform usability**.

Webdot

Jan 2021 – Aug 2021 | Jamnagar, India

Associate UX/UI Designer

- Created a cohesive **brand identity system with 30+ design elements** to ensure a consistent look and feel across all digital platforms.
- **Reduced development time by 20%** through effective collaboration with Software developers creating intuitive user interfaces and efficient workflows.

HK Byte

Jul 2020 – Dec 2020 | Jamnagar, India

UI Design Intern

- Delivered comprehensive **design assets, including wireframes, prototypes, and user flows, for 50+ app screens**, supporting a startup app concept.
- Thrived in a **challenging startup environment**, honing my skills in adaptability and **problem-solving**.

EDUCATION

Msc User Experience Design

Kingston University London

Research Topic: Product Design for Senior Citizens.

BSc Computer Applications

Saurashtra University

Project: Developed travel agency website using HTML/CSS and PHP.

PROJECTS

Skai: Flight Delay Communication & Rebooking System

- Conducted extensive **desktop research**, utilising various articles and researches to understand the **passenger pain points** during flight delays.
- Designed a **Self-Service Rebooking Feature** within the airline's app and website, enabling passengers to seamlessly **browse alternative flights** and manage itineraries.
- Created **interactive wireframes and prototypes** using **Figma**, ensuring intuitive navigation and user-friendly workflows.
- Formed a **Transparent Communication Framework** using **microcopy and progress indicators** to explain delay causes, estimated departure times, and the likelihood of further changes.

Buddiee: Tackling Social Isolation with Smart Solutions for Older Adults

- **Conducted Comprehensive User Research** by organizing focus groups and conducting in-depth interviews with older adults (65+) and younger caregivers to identify pain points, usability barriers, and unmet needs. Leveraged tools like **Hotjar**, **Google Analytics**, and **Qualtrics** to analyze user behavior and extract actionable insights.
- **Designed an Intuitive Application** using **Figma**, integrating features like real-time communication, activity scheduling, and emergency notifications. Developed **high-fidelity wireframes, prototypes, and user flows** to ensure seamless navigation and accessibility for older adults adhering to **WCAG 2.1** standards.
- Designed and tested a solution, a **smart-watch**, for the **real-time assistance** to the older people, **sensing the emotions or the moods** on the fly.
- **Streamlined Cross-Generational Communication** by incorporating accessible tools like voice commands, text-to-speech features, and simplified interfaces designed specifically for older users.
- **Utilized Advanced Prototyping Techniques** to test design iterations with various older users and younger caregivers or guardians for the feedback.