


Jaldhi Mahecha

UX-UI Designer

✉ jaldhim19@gmail.com 📞 +447902508103 📍 London, UK 🌐 Portfolio  LinkedIn

PROFILE

Passionate UX Designer with **2+ years** of experience creating user-centered experiences for web and mobile applications. Proficient in user research, wire-framing, prototyping, and accessibility best practices (WCAG). Incorporate AI-driven user research and design tools to extract richer user understanding and accelerate design iteration cycles. Thrives in collaborative environments, translating complex ideas into intuitive interfaces.

PROFESSIONAL EXPERIENCE

UX UI Designer, *WMP Creative*

Feb 2024 – present
Oxford, UK

- Collaborated with cross-functional teams (developers, product designer) to deliver a seamless user experience across platforms.
- Developed a comprehensive style guide for client, ensuring brand consistency across all design deliverables.
- Conducted an in-depth website evaluation using Hotjar and GA4 reviews, identifying specific areas like cart abandonment or navigation complexity that impacted conversion rates.
- Increased website traffic by 30% within a given timeframe for a B2C client through a UX analysis and subsequent website redesign

Web Designer - Freelance, *DI'ERO Enterprise*

Sep 2023 – Nov 2023
Remote, India

- Spearheaded a comprehensive website redesign for DI'ERO ENTERPRISE using a no-code development platform, resulting in a 20% increase in website traffic and a 15% improvement in conversion rate
- Leveraged Figma to develop a user-friendly website, crafting UI design, prototypes, style guides, and user flows.

UX UI Intern, *webdot*

Jan 2021 – Aug 2021
Jamnagar, India

- Contributed to website user experience improvements by collaborating with senior designers to gather user needs.
- Demonstrated strong attention to detail by consistently delivering design assets that met the company's design standards
- Thrived in a fast-paced environment, efficiently meeting tight deadlines and adapting to evolving design requirements

UI Design Intern, *HK Byte*

Jul 2020 – Dec 2020
Jamnagar, India

- Designed wireframes, prototypes, and user flows for over 30 app screens, contributing to the foundational development of a startup app concept.
- Collaborated with the senior designer and team, integrating feedback to refine and improve the user experience.
- Acquired extensive experience working in a dynamic, fast-paced startup setting, enhancing adaptability and problem-solving skills.

SKILLS & TECH STACK

Communication and Collaboration

Collaboration with developers, Active Listening, Teamwork

User Research

User Interviews, Surveys, Ai Powered User Research Tools

UX Brainstorming & Project management

Trello, Notion, Fig jam, miro

Accessibility best practices

Practicing WCAG Guidelines, Evaluation and testing

Design Thinking and Problem-Solving

Critical thinking, Defining a problem, Decision Making, Attention to detail

Design and Prototyping

Illustrator, Figma, Adobe Creative Cloud, After Effects

Design Thinking

User Journey Mapping, Information Architecture

Usability Testing

HotJar, Optimal Workshop, Qualtrics,GA4

EDUCATION

MSc User Experience Design, *Kingston University London*

2022 – 2023
London, UK

BSc Computer Applications, *Saurashart University*

2017 – 2020
Jamnagar, india