NIKUL PATEL – UI/UX DESIGNER | FRONTEND UI DEVELOPER

(Calgary, Canada | Open to Relocate | Remote)

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Profile Summary:

Senior UX/UI Designer | 13+ Years' Experience. Experienced in designing **B2B**, **B2C**, **SaaS**, and **Modern Web applications** with a focus on **user-centred design**, **accessibility** (WCAG & ADA), and **design systems.** Skilled in **Figma**, **Adobe Creative Suite**, **Axure**, **Miro**, **XD**, and creating **frontend-ready**, **responsive**, **cross-browser**, and **performance-optimized interfaces**. Proven track record in **leading projects** for **Fortune 500** companies and **leveraging generative AI** in **Agile environments** to deliver **scalable**, **intuitive** and **digital experiences**.

Portfolio & Projects:

(1). Niks Atomic Design System V1.0 – Figma: Comprehensive **design system** with **reusable components**, **scalable patterns**, and **tokens**. Demonstrates consistency across **web** and **mobile**, **accessibility** (WCAG 2.1), and **responsive UI**.
View Project

(2). Proqure NFC-enabled SaaS App – UI/UX Case Study: End-to-end UX design for NFC-enabled SaaS platform, including user flows, wireframes, and high-fidelity prototypes. Optimized for user efficiency, accessibility, and responsive design across devices.
View Case Study Document

(3). My Portfolio Drive: Collection of wireframes, prototypes, and live projects, highlighting UI/UX design process, component libraries, and SaaS solutions. Includes projects from B2B, B2C, and E-commerce and CMS Websites domains.
Explore Portfolio

Industry Experience:

Apparel Branding, B2B, B2C, E-commerce, FinTech, Finance, Healthcare, Marketplace, SaaS Platforms, Startups, Travel, Real Estate, Fitness, Federal Government, Non-Profit, NFC, Cleaning Services, Education.

Skills and Expertise:

UX Design: User-Centered Design, Interaction Design, Wireframing, User Research, Usability Testing, Information Architecture, User Flows, Accessibility (WCAG & ADA), Heuristic Evaluation, A/B Testing, Design Thinking, User Journey & Persona Mapping, Service Design.

UI Design: Visual Design, High-Fidelity Mockups, Prototyping, Responsive & Adaptive Design, Component-Based Design, Design Systems, UI Kits, Micro-interactions, Typography, Colour Theory, Iconography, Material Design.

Frontend & Web Technologies: HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Angular, Redux, Bootstrap, Tailwind CSS, Material UI, Ant Design, SCSS/LESS, Responsive Web Design, Cross-Browser & Accessibility Compliance.

Design Tools & Software: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Sketch, Axure RP, InVision, Balsamiq, Framer, Zeplin, Webflow; Collaboration: JIRA, Trello, Asana, Notion, Google Workspace.

Soft Skills: Team Collaboration, Problem Solving, Analytical Thinking, UX Leadership, Client Communication, Co-Design Workshops, Creativity & Innovation, Adaptability.

Employment History:

(1). Lead UI/UX Designer | UI Developer

Avery Dennison Corp. - (US, Canada - Remote). | Dec 2022 – Present

- Led **B2B E-commerce redesign**, improving user retention by **30%** and reducing development-production time by **40%**.
- Developed **high-fidelity wireframes** and **Weave Design Component Library**, ensuring **brand consistency** and **scalable UI patterns**.
- Conducted **user research**, **personas**, **journey mapping,** and executed **A/B UI testing** to optimize conversion rates **(20 - 35% CRO)**.
- Delivered **responsive**, **WCAG-compliant e-commerce platforms** using **Figma**, **OS CX Commerce, React**, **Redux**, **SCSS**, **HTML5, and Bootstrap**.
- Collaborated with **cross-functional teams** and **stakeholders**, streamlining front-end workflow by **40%.**

Key Clients: Walmart, Nike, Adidas, Amazon, Costco, Target, UPS, Old Navy & Athletic Sports Brands.

(2). Senior. Product Designer | UI Developer

DigiCorp Information PVT LTD, US/Canada (Remote) | Aug 2020 – Nov 2022

- Migrated a **large-scale EHR desktop application** to modern UI/UX without losing usability for healthcare professionals. and healthcare professionals.
- Designed and implemented **SMD UI Kit** using **Material Design** standards, integrated **responsive third-party libraries**, reducing front-end integration time by **50%**.
- Consulted with clients to **understand business goals**, **user needs**, and **market trends;** translated requirements into **measurable UX outcomes**.
- Collaborated on **cross-functional Agile teams**, improving workflow efficiency and ensuring timely project delivery.

Key Clients: Streamline MD LLC, Fills Payment, ProQure Insights, Endmymisery, Sprint Money FinTech

(3). UI/UX Designer | UI Developer

Nidify Solution PVT LTD (UK, India - Remote). | Feb 2019 - Aug 2020

- Delivered **SEO-friendly websites**, **e-commerce**, and **digital agency solutions** for **UK clients**.
- Created custom **CMS themes** with **WPBakery**/**Elementor**, improving development efficiency.
- **Merseytravel –** is a provided that professional strategic and transportation service the Liverpool city region UK Government. Merseytravel is runs under the partnership with regional and central government of UK.
- **Crafted** and coded **unique theme**s and **web templates** and uploading on the marketing platform (Australian Market Place) for selling them on the prior level to generate **good revenue** on a monthly basis.

Key Clients: Lenovo, SciMX, Audley Travel, Emma Sleep, Orangeries UK, Irish Whiskey, Hantec Market, Mersey Travel UK

(4). Lead Web Designer

Envato PTY LTD (Australia, India - Remote). | December 2017 - February 2019

- Developed **CMS** and static websites (**HTML5, CSS3, Bootstrap, WordPress**).
- Mentored junior designers and provided front-end guidance.
- Crafted the **Static** and **CMS** content management system website using **HTML5**, **Bootstrap** and **CSS3** and **WordPress-friendly**.

Clients: GreentouchCleaning, Chromagen, Vital Health, Infracredit Nigeria, Captial Market Nigeria

(5). Web Designer | HTML Developer

I-Verve Infoweb INC (US, India, On-site). | August 2011 - December 2017

- Designed and developed cross-browser compatible websites for international clients.
- Began my career as a Web Design Intern, gaining hands-on experience in designing and developing websites under the guidance of senior designers.
- Managed project delivery from concept to completion.
- Actively practice **HTML**, **CSS**, **JavaScript** and **jQuery** from online sources and learning by myself.

Clients: eScribe, Legre, ReggiesRoast

Award and Certificate

- **Foundation of UX Certificate By Google Coursera: MDCAF85NZ94X**
- **Bravo Awards:** Excellence (Embelex E-Commerce), Teamwork (Marketplace UI/UX), External Focus (Mothers at Work eCommerce UI/UX)
- Best Performance Employee – I-Verve Infoweb INC.
- LinkedIn Frontend Development Assessment – Certified

Volunteering

- **Art from Mothers @Averydennison** - E-commerce platform for children's artwork supporting UNICEF
- **Samarpan Meditation Canada** - Website redesign and development

Education

Masters of Computer Application: March 2011 *(India).*

Bachelor of Computer Application: March 2008 *(India).*