

PRAVAR SHAH

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PROFESSIONAL SUMMARY:

I am an experienced and dedicated midweight UI designer with a passion for crafting immersive digital experiences that resonate with users. With a strong foundation in design principles and a keen eye for detail, I specialise in creating intuitive interfaces that prioritise user satisfaction and engagement. My approach is rooted in collaboration, leveraging both creative insights and technical expertise to deliver impactful solutions that exceed client expectations. [Obj]

EDUCATION & QUALIFICATIONS:

- **Master of Science (MSc) User Experience Design (Distinction)** [Kingston University, 2022]
- **Bachelor of Arts (BA) (Hons) Graphic Design** [Middlesex University, 2015]

TECHNICAL SKILLS & EXPERTISE:

- **Design Tools:** Figma, Photoshop, Illustrator, InDesign, Adobe XD, Canva, Miro, Marvel POP
- **Project Management Tools:** Jira, Asana, Trello
- **Prototyping & Wireframing Tools:** Figma, Adobe XD, Axure RP
- **Image Editing & Management:** Lightroom, Photoshop

PERSONAL ATTRIBUTES:

- **Innovative Thinker:** Constantly explores new ideas and pushes boundaries to create innovative solutions.
 - **Detail-Oriented:** Meticulously attentive to every aspect of design, ensuring high-quality outcomes.
 - **Adaptable:** Thrives in dynamic environments, adept at adjusting strategies to meet evolving project needs.
 - **Effective Communicator:** Skilled at articulating design concepts and building strong client relationships.
 - **Team Player:** Has a collaborative approach to problem-solving, fostering a positive and supportive work environment.
 - **Passionate Learner:** Continuously expands personal knowledge and skills to stay abreast of industry trends and best practices.
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EMPLOYMENT HISTORY & EXPERIENCE:

2023 – Present

Designer: VARIOUS DESIGN PROJECT ROLES, FREELANCE

Sept 2022 - Present

Supervisor: THE INCPIO GROUP – THE PRINCE PUBLIC HOUSE

West Brompton, UK

- Provide guidance and direction to a team of 60 staff members, ensuring a cohesive and motivated team environment. Delegate tasks effectively, monitor performance, and facilitate regular team meetings to discuss goals and address any issues or concerns. Earned rapid promotion from team member to team leader, to supervisor within this short space of time. Received Team Member of the year award.
- Oversees the delivery of exceptional customer service by setting high standards and leading by example. Resolves customer complaints or inquiries promptly and professionally, ensuring customer satisfaction and loyalty.

- Manages day-to-day operations efficiently, including inventory management, scheduling, and ensuring compliance with health and safety regulations. Monitors financial performance and implement strategies to optimise profitability while maintaining high-quality service standards.
- Develops and implements promotional initiatives and designs to attract customers and increase revenue. Collaborates with the marketing/management teams to plan events, special promotions, and advertising campaigns. Monitors the effectiveness of promotions and adjusts strategies as needed to drive sales and enhance brand awareness.

Jan – Aug 2022

Group Lead: SCABAL

London, UK

- Led a 6-person team to secure a grant, prioritising user-centric design methodologies.
- Implemented 'Made to Measure' and 'Capsule Wardrobe' features, achieving 100% client approval and streamlining user experience.
- Conducted usability testing, resulting in a 60% efficiency boost and heightened user satisfaction.

2017 - 2021

UI Designer: CRIMSON INTERACTIVE PVT. LTD.

Mumbai, India

- Led end-to-end design project using Figma, resulting in a 55% increase in user satisfaction for Trinka.ai.
- Revamped website UIs for global markets, increasing engagement by 42% and conversion rates by 22%.
- Recognised for design excellence at ISMPP, contributing to a 30% increase in contract acquisitions.

2015

Internship - Graphic Designer: THE NEW DELIS

London, UK

- Spearheaded rebranding initiatives, resulting in a 60% increase in online engagement.
- Proposed promotional strategies leading to a 40% surge in lunchtime sales.
- Provided cost-effective photography services, saving 70% on expenses.

2013 – 2014

Graphic Designer: DIGITAL F5 NETWORKS

Mumbai, India

- Earned rapid promotion to Associate Designer within three months.
- Drove a 200% increase in client business through effective promotional designs.
- Enhanced client satisfaction and retention by 80% through proactive communication and relationship-building.

REFEREES:

Available on request