



# Hello, I'm Nandini Thaker

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With over 8 years of experience in the IT industry, I am a seasoned UI/UX Designer currently contributing my skills to Anblicks Inc., a leading Cloud, Data, and AI company based in Dallas, TX. Proficient in both UI/UX design and marketing, I bring a comprehensive skill set to the table. As a UI/UX Designer, I specialise in crafting seamless interfaces for websites, mobile applications, and software, aiming to elevate user satisfaction. My approach involves merging creativity with a focus on enhancing the product's visual appeal, ensuring alignment with brand aesthetics.

## Experience

### Anblicks Cloud Data Engg Pvt Ltd

UI UX Designer | Ahmedabad | June 2021 - Present

- Highly skilled UI/UX Designer with a strong background in Marketing Design. With 8 years of experience, I bring creativity, strategic thinking, and technical proficiency to deliver compelling designs that enhance user experiences and drive marketing success.
- Led the design team in creating intuitive and visually appealing user interfaces for web and mobile applications.
- Collaborated with cross-functional teams to gather requirements, conduct user research, and define design strategies. Successfully implemented responsive design principles, resulting in a 20% increase in user engagement.
- Developed and executed creative marketing campaigns for clients across various industries, ensuring brand consistency and visual impact.
- Designed and optimized digital assets, including social media graphics, email templates, and website banners, resulting in a 15% boost in click-through rates.

### iCoderz Solutions Pvt Ltd

UI UX Designer | Ahmedabad | August 2019 - May 2021

- In my capacity as a UI & UX Designer and Illustration Artist, I play a pivotal role in overseeing the development of the exceptional product, PICFY, a versatile Photo & Video editing tool. My responsibilities encompass the meticulous design of the user interface and experience, as well as the creation of illustrations.
- I am accountable for shaping the user flow and journey, curating content such as stickers, templates, backgrounds, illustrations, and overlays to consistently meet the evolving needs of our user base. Regularly conducting user research allows me to respond proactively to user feedback, ensuring continuous improvement in both content and the overall PICFY app.
- Additionally, I collaborate closely with our iOS and Android teams to maintain a seamless app flow. Coordinating with developers, I meticulously review and provide solutions to optimize the final output, ensuring a user-friendly and technically sound experience for our audience. My role involves addressing user concerns and resolving issues on a daily basis, contributing to the ongoing success and refinement of the PICFY application.

## **Elintech Systems Pvt. Ltd.**

**UI UX Designer** | Ahmedabad | April 2018 - July 2019

- I specialize in creating straightforward, uncluttered, and user-friendly designs. My process involves translating conceptual ideas into tangible mockups, high-fidelity wireframes, and prototypes. Additionally, I design workflows that serve as a map for user testing.
- I collaborate closely with developers to ensure website and dashboard components are seamlessly built and delivered according to the intended design, ensuring the final product aligns with the envisioned user experience and functionality.

## **iGlobe Consulting**

**Web/UI Designer** | Anand | May 2013 - May 2015

- I oversee the design aspects of a wide range of projects, including iOS and Android app design, logo creation, graphic design, and HTML5 development. This encompasses work for external outsourcing companies as well as projects related to our own company's products.

## **Elite Infoworld**

**Jr. Web Designer** | Ahmedabad | July 2011 - September 2012

- Accountable for executing layout design, graphic design, logo design, and web/app design for external outsourcing companies. Additionally, continuously enhancing communication skills with clients and proficiently translating ideas into creative implementations.

## **Education**

Gujarat University, **Bachelor of Arts**

**Ahmedabad** | April 2010

Euphoria Institute IIT, **Diploma in Multimedia**

**Ahmedabad** | January 2007

State Examination Board, **Diploma in Fine Arts**

**Ahmedabad** | March 2006

## **Skills**

**UI Design Skills** - Mobile App Design | Web Design | Video Editing | Graphic Design | Branding Design | Marketing Collaterals | PPT Presentations | Logo Design | Visual Design

**UX Design Skills** - User Research | Persona Creation | Information Architecture | Wireframing & Prototyping | Interaction Design | Collaboration & Communication

## **Tools**

**Adobe Creative Suite** | Figma | Invision | Invideo | Canva

## Certification

- Interaction Design Foundation(IxDF), **Journey Mapping** | January 2023
- Interaction Design Foundation(IxDF), **Visual Design - The Ultimate Guide** | February 2023
- Interaction Design Foundation(IxDF), **Design for the 21st Century with Don Norman** | May 2023

## Thank you for considering my application.

I am eager to contribute my skills and expertise to your team and help create exceptional user experiences. I look forward to the opportunity to discuss how my background and qualifications align with your needs.