

PRATIBHA CHANALIYA

Sr. UI/UX Designer

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Professional Summary

Dynamic and innovative UI/UX Designer with over 6 years of experience in front-end development and design systems. Currently enhancing expertise with a Salesforce UI/UX certification in progress. Adept at transforming complex requirements into user-centric, visually compelling Salesforce applications using the Lightning Design System. Excels in agile, collaborative environments, and delivers designs that prioritize usability and aesthetics.

Software Skills

- Design Tools: Salesforce Lightning Design System, Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), Keynote
- Wireframing and Prototyping
- Development Technologies: HTML5, CSS3, JavaScript, Visualforce, Lightning Web Components
- Cross-Browser Compatibility design and Web Accessibility Standards (WCAG)
- User Research and UX Enhancement Tools: usability testing platforms, survey tools, Salesforce user research methods
- Stakeholder Engagement: Proficient in translating business requirements into tangible designs
- Project Management: Agile methodology, Jira, Confluence

Work Experience

Sharpwebstudio

Senior UI/UX Designer — Canada (Remote) (Oct 2021- Current)

- Supervised a team of User Experience Designers, managing work assignments, and performance evaluations.
- Managed UX design deliverables for complex projects, ensuring the integration of user-centered design principles in agile product teams.
- Produced user interfaces and interaction models for digital products, including low- and high-fidelity prototypes, user interface components, design patterns, Salesforce Lightning Design System and production-ready user interfaces.
- Utilized a variety of tools (sketching, HTML) to convey design concepts throughout the product lifecycle, creating both high and low-fidelity prototypes.
- Collaborated with UX researchers and developers to ensure successful translation of design elements into developed products and address customer pain points.
- Provided rapid inputs at frequent stages of product development, from early business discovery through to prototyping and releases.
- Interpreted and recommended research findings and artifacts to shape digital product design and development, including usability test results, journey maps, and high-level user goals.

- Delivered unique design solutions for web, tablet, and mobile interfaces, focusing on user needs, product goals, and overall experience.
- Created advanced sitemaps, wireframes, user flows, prototypes, and high-fidelity mockups with meticulous attention to detail.
- Stayed updated on emerging design and product trends to implement innovative design strategies.

TechlabWork

Frontend Designer | UX/UI Designer Intern (Feb 2021 – July 2021)

- Gained practical experience in creating wireframes, mockups, and prototypes to effectively convey design concepts and support the iterative design process.
- Actively contributed to cross-functional teams, collaborating with developers, product managers, and other stakeholders to ensure seamless design-to-development transitions and alignment with project goals.
- Resolved design and usability issues through critical thinking and user-centered design principles, resulting in improved user experiences and higher user satisfaction.
- Quickly adapted to new tools, software, and design trends, staying current with industry best practices to deliver modern and user-friendly designs.

SharpWebstudio

UX/UI Designer — India (Oct 2015- Aug 2019)

As a UX/UI Designer, I have a strong track record of collaborating with clients to craft visually captivating and user-centric interfaces. My work has consistently delivered effective design solutions that drive user engagement and meet business objectives.

- Partnered closely with clients to conceive and execute visually stunning and intuitive interfaces, ensuring strict adherence to established design systems.
- Thrived in dynamic, agile product environments by showcasing my creative thinking, hands-on design expertise, impeccable attention to detail, and exceptional teamwork.
- Demonstrated proficiency in industry-standard design tools, including Sketch, Adobe Creative Suite (Photoshop, Illustrator), and a variety of prototyping tools such as Figma.
- Fostered and nurtured strong relationships with key client stakeholders, serving as a trusted liaison between clients and our design team.
- Showcased expertise in wireframing, Figma prototyping, process documentation, and specification documentation, ensuring seamless project execution.

Projects

1. User Experience Journey for Aviation Mobile App

Played a key role in the user experience design of an Aviation Management App, conducting usability testing, creating wireframes, and prototypes, and implementing a user-centered design approach that optimized task flows and enhanced user satisfaction among pilots and ground staff.

2. User Experience for Rhymies Social Challenge Mobile App

Collaborated closely with the development team to Worked in an agile development environment, collaborating with cross-functional teams to translate user requirements into wireframes, mockups, and interactive prototypes using tools such as Sketch and InVision and deliver high-quality designs within project timelines.

3. Branded mobile app with Mobile Publisher

This project aimed to create a branded mobile application using the Salesforce Mobile Publisher program. Key steps included enrolling in the program, designing branded assets, selecting an appropriate app distribution type, and launching a beta version for thorough testing. The focus was on customizing Salesforce mobile apps and Experience Cloud Sites to reflect brand identity and to provide a seamless user experience for both employees and customers. The project culminated in a user-friendly, branded application, ready for submission to the Google Play and App Store.

4. Project: Lightning Experience App Creation and customization:

This project involved designing a custom Lightning app, 'Energy Consultations,' to streamline energy audits and product recommendations for Ursa Major Solar. The project included setting up the org, designing custom interfaces using the Lightning Design System, and personalizing navigation bars for efficient user interaction.

A strategic focus was placed on streamlining user workflows with compact layouts, quick actions, and custom buttons, unique icon and color scheme while ensuring brand consistency. By implementing best practices, the project successfully delivered user-centric apps that improved productivity and user satisfaction within the Salesforce ecosystem.

Education

[Electronics And Communication Engineering](#) (BTECH — Mohali, India)

Rayat-Bahra University (2011- 2015)

[Programming, Network and Security](#) (PG Diploma — Montreal, Canada)

ISI, L'institut Supérieur D'Informatique (2019 – 2021)

Certifications

- Microsoft Certified: Azure Fundamentals
- Google UX design Certified
- Certification Salesforce UI/UX Certification (In Progress)