

Priya Navadiya (She/Her)
Senior UI/UX Designer | Web Designer | Frontend Developer
priyagadhiya09@gmail.com
Portfolio: <https://priyanavadia.com/>
+1(548)883-0422

UI/UX & Web Designer | Frontend Development | Figma | Adobe Creative Suite | Responsive Design | User Experience Optimization

Professional Summary

Senior UI/UX Designer & Web Developer with 6+ years of experience delivering **high-performance, user-centered digital solutions** across **web, mobile, and product platforms**. Strong expertise in **Figma, Adobe Creative Suite, HTML, CSS, JavaScript, and React**, with a focus on **responsive design, accessibility (WCAG), and performance optimization**. Proven ability to design and develop **scalable interfaces, conversion-focused websites, and interactive user experiences** that improve **engagement, usability, and business outcomes**. Experienced in **SEO, Conversion Rate Optimization (CRO), and sales funnel design**, driving measurable improvements in **traffic, retention, and conversions**. Adept at collaborating with **cross-functional teams in Agile environments**, leading end-to-end design and development processes, and delivering **data-driven, high-impact solutions aligned with business goals**.

Technical Skills

- **Frontend Development:** HTML5, Semantic HTML, CSS3, JavaScript, **React**, Responsive Web Design
- **UI/UX Design:** User Experience (UX) Design, User Interface (UI) Design, User Research, Wireframing, Prototyping, Interaction Design, Usability Testing
- **Design Tools:** Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Canva
- **Web Design & Branding:** Website Design, Mobile-First Design, Typography, Logo Design, Branding, Visual Design, Print Design
- **Web & Marketing Optimization:** SEO, Conversion Rate Optimization (CRO), Web Performance Optimization, Cross-Browser Compatibility, WCAG Accessibility
- **Tools & Platforms:** Git (Version Control), CMS (WordPress, Webflow)
- **Programming Languages:** HTML, CSS, JavaScript
- **Operating Systems:** Windows, macOS

Education

Master of Science in Information and Technology

Certifications

Certified Web Designing
Certified Graphic Designing
Certified Fashion Designing

Work Authorization

Open Work Permit

Professional Experience

Infyum, India

Role: Senior Web Designer & Web Developer

Duration: Oct 2023 – Present (Remote)

- Designed and developed **high-converting websites, landing pages, and sales funnels**, improving **lead generation, user engagement, and conversion rates**.
- Built **scalable, responsive web applications** using **HTML5, CSS3, and JavaScript**, ensuring **cross-browser compatibility and mobile-first design**.

- Implemented **WCAG accessibility** standards to improve usability and ensure compliance with modern web standards.
- Led **end-to-end UI/UX design processes**, creating **wireframes, prototypes, and high-fidelity designs** using **Figma and Adobe Creative Suite**.
- Delivered **custom web solutions and branding assets** aligned with **client business goals**, enhancing **digital presence and customer experience**.
- Optimized websites for **SEO, performance, and page speed**, improving **search rankings and user retention**.
- Collaborated with **clients, developers, and marketing teams** in **Agile environments** to deliver **data-driven and user-focused solutions**.
- Worked on **conversion rate optimization (CRO)** and **sales funnel design**, improving **customer journey and revenue outcomes**.
- Mentored junior designers and developers, ensuring **code quality, design consistency, and best practices** across projects.

Environment: Figma, Adobe Creative Suite, HTML5, CSS3, React, JavaScript, Responsive Design, UI/UX Design, Branding, SEO, Conversion Optimization (CRO), Sales Funnel Design, CMS, Web Design, Agile, Git

Euphoria Marketing Solution

Role: Senior Web Designer and Developer

Duration: June 2022 – Oct 2023

- Designed and developed **responsive, scalable web applications** using **HTML, CSS, JavaScript, React, and Tailwind CSS**, improving **page performance by 40%** and enhancing overall **user experience (UX)**.
- Built modern UI components and reusable design systems using **Figma and component-based architecture**, improving **development efficiency and consistency**.
- Led a team of **8 designers and developers**, delivering **45+ projects** with focus on **performance, scalability, and maintainability**.
- Developed and optimized websites on platforms like **Webflow and CMS-based systems**, enabling faster deployment and client flexibility.
- Implemented **SEO best practices, accessibility standards (WCAG 2.1), and cross-browser compatibility**, improving **search rankings and product reach**.
- Collaborated with **product managers, developers, and stakeholders** in **Agile environments**, ensuring timely and high-quality delivery.
- Integrated **analytics and performance tracking tools (Google Analytics, Lighthouse)** to monitor and improve **user engagement and conversion rates**.

Environment: Figma, Adobe Creative Suite, HTML5, CSS3, JavaScript, React, Tailwind CSS, Webflow, Responsive Design, SEO, WCAG Accessibility, Google Analytics, Lighthouse, CMS Platforms, Agile, Git

Artoon Solution Pvt. Ltd.

Role: UI/UX Designer / Frontend Developer

Duration: May 2020 – June 2022

- Designed **UI/UX solutions for gaming, mobile, and web applications**, improving **user engagement and retention**.
- Redesigned digital platforms, increasing **conversion rates by 35%** through improved **user experience and interface design**.
- Reduced **user drop-off by 30%** through optimized **user flows, usability testing, and interaction design**.
- Created **wireframes, prototypes, and high-fidelity UI designs** using **Figma and Adobe Creative Suite**.
- Developed **design systems and reusable UI components**, improving consistency across multiple projects.
- Worked on **game UI, dashboards, and interactive components**, enhancing **user experience in gaming environments**.
- Collaborated with **developers and product teams** to deliver **scalable, responsive, and pixel-perfect interfaces**.

Environment: Figma, Adobe Creative Suite, HTML5, CSS3, JavaScript, React, Tailwind CSS, UI/UX Design, Game UI, Wireframing, Prototyping, Design Systems, User Research, A/B Testing, Responsive Design, WCAG, Agile, Git