

Chirag Pithadiya

Web & UI UX Designer

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Creative and user-focused UI/UX Designer with 5+ years of experience crafting intuitive, accessible, and innovative digital products. Proven expertise in leading full design lifecycles — from research and wireframes to prototypes and final handoff — for enterprise platforms, SaaS tools, and mobile-first apps. Adept at designing systems, UX strategy, and cross-functional collaboration, delivering high-impact solutions that elevate user satisfaction and business growth.

Core Skills

- ✦ **Design Tools:** Figma, Adobe XD, Sketch, Photoshop, FigJam
- ✦ **Frontend Technologies:** HTML, CSS, JavaScript, Bootstrap, Tailwind CSS
- ✦ **UX Methods:** Wireframing, Prototyping, UX Research, Usability Testing, Heuristic Evaluation
- ✦ **Workflows:** Agile, Scrum, Design Thinking
- ✦ **Soft Skills:** Collaboration, Communication, Problem-Solving, Time Management

Professional Experience

UI/UX DESIGNER

Monarch Innovation Private Limited, Ahmedabad | Dec 2025 – Present

- ✦ Built an AI-augmented design workflow using tools like **ChatGPT** and **Claude** to streamline UX writing, brainstorming, and user flow optimization.
- ✦ Acted as a primary design point of contact for clients at Monarch, leading discussions, gathering requirements, and driving UI/UX decisions.
- ✦ Combined Figma plugins and **AI tools (Figma Make, Stitch)** to rapidly prototype and test design concepts.
- ✦ Applied AI-driven insights from **NotebookLM** to improve product understanding, documentation handling, and usability decisions.

UI/UX DESIGNER

Nosnia Tech Pvt Ltd, Ahmedabad | May 2023 – March-2025

- ✦ Spearheaded UI/UX for Anantya.ai, a WhatsApp-first engagement platform, enhancing marketing, support, and commerce workflows.
- ✦ Built a modular design system, improving dev-handoff clarity and cutting rework by 30%.
- ✦ Conducted usability testing and heuristic reviews, driving platform refinements.

UI/UX & FRONTEND DESIGNER

Buildformula by Vshwan, Ahmedabad | Apr 2022 – Apr 2023

- ✚ Designed responsive dashboards and websites using Figma and Adobe XD.
- ✚ Delivered pixel-perfect frontend handoffs with improved speed (25% faster).
- ✚ Introduced interaction flows and wireframes to accelerate team alignment.

UI/UX DESIGNER

Universal Software, Ahmedabad | Jan 2021 – Mar 2022

- ✚ Transitioned into UX design, applying modern interaction principles and best practices.
- ✚ Developed mobile-optimized layouts and skeleton screens for performance feedback.
- ✚ Engaged in stakeholder reviews and implemented iterative feedback.

FREELANCE DESIGNER

Ahmedabad | Mar 2020 – Nov 2020

- ✚ Delivered SEO-optimized, mobile-first websites using WordPress, Magento, and custom HTML/CSS.
- ✚ Designed interfaces for small businesses with an emphasis on usability and accessibility.

WEB DESIGNER

VimirLab Solution, Ahmedabad | Aug 2019 – Feb 2020

- ✚ Developed custom WordPress/Magento themes and HTML templates.
- ✚ Designed newsletters, fixed UI bugs, and collaborated on cross-browser solutions.

Selected Projects

Anantya.AI

- Led the UI/UX design for **Anantya.ai**, an AI-powered platform, focusing on intuitive dashboards, onboarding experiences, and user flows.
- Collaborated with product managers and developers to translate complex AI features into clean, accessible interfaces.
- Created high-fidelity wireframes, responsive designs, and interactive prototypes in **Figma**, ensuring consistency with brand identity.
- Conducted user research and usability testing to validate design decisions and improve the product experience.
- Implemented design systems and reusable components for scalable design workflows across the platform.

Buildformula

- Designed the complete mobile SaaS product for **BuildFormula**, aimed at digitizing workflows for builders and contractors.
- Developed intuitive user flows, wireframes, and final UI mockups for task management, project tracking, and on-site communication.
- Conducted UX research to understand user pain points in the construction industry and aligned design decisions with real-world needs.

- Ensured responsive, accessible designs for both Android and iOS platforms using Figma's auto layout and component libraries.
- Collaborated with the BuildFormula team to maintain consistency and usability across all features.

Jain Connection App

- Designed a community-based matrimonial and networking platform tailored for the Jain community.
- Focused on delivering a culturally relevant, clean, and user-friendly interface for profile creation, browsing, and messaging features.
- Conducted competitor analysis and user interviews to define personas and improve overall engagement.
- Designed and documented responsive UI components, ensuring consistency across mobile and web platforms.
- Worked closely with developers to ensure smooth handoff and pixel-perfect implementation of designs.

Education

Bachelor of Computer Applications

Swami Shree Dharmajivandasji Institute of Information, Junagadh (2017 – 2019)

HSC (Higher Secondary Certificate)

Welcome High School, Junagadh (2015 – 2016)

SSC (Secondary School Certificate)

Shree Swaminarayan Gurukul, Junagadh (2013 – 2014)

Certifications

- Foundations of User Experience (UX) Design – University of Michigan (Nov 2022)
- HTML5 – University of Michigan (Mar 2021)
- HTML & CSS Fundamentals – SoloLearn (Sep 2018)
- PHP Tutorial Course – SoloLearn

Languages

English (Fluent) | Gujarati (Fluent) | Hindi (Fluent)

Interests

UI/UX Side Projects, Photography, Illustration, Design Books, Design Conferences