



# Keval Mehta

## UI/UX Designer/ Visual Designer

**kevalux.com**

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A creative and eclectic designer with a **5+ years** of strong background in graphic designing and UI/ UX designing. Being exposed to multiple facets of designing and wanting to be a problem solver by working on various challenging projects, the end goal is to make human life easy and stress-free.

### Project Experience

#### Handychef UI/UX Designer Visual Designer May - Aug 2022

HandyChef is an app which connects independent chefs with clients to bring a private restaurant experience to the clients' homes at an affordable rate.

#### Role

- Understanding needs, expectations and interaction of the users. Conducting user research, analysis and gather feedback from users to better understand their needs and preferences.
- Creating wireframes and interactive prototypes to illustrate the user flow and features. Collaborating with the product team to refine functionality and user interface.

#### Pomodee UI/UX Designer Visual Designer Jan - Apr 2022

Pomodee is a Fun-&-network-driven SaaS product pomodoro timer, which weekly Track users productivity and help to achieve goals.

#### Role

- Conducting research to understand the target audience and their requirements, which helped us designing an app that meets their needs and expectations.
- Used our research findings to create wireframes and prototypes that illustrate the layout, functionality and features of the app.

### Work Experience

#### NAUTIC AI Jan 2024- Current UI/UX Designer Visual Designer

- Proficient in creating web pages, mobile app screens, feature graphics for app stores, pitch deck presentation slides, and iconography from scratch.
- Experienced in designing illustrations related to cryptocurrency, ensuring cohesive visual representation across various digital platforms.

#### Homechow Jan 2023 - Jul 2023 UI/UX Designer Visual Designer

- Conducting user research to understand customer needs, behaviors, and pain points.
- Creating wireframes and prototypes to visualize the user interface and user flow, and testing these designs with users to gather feedback and identify areas for improvement.

#### Canvasist May 2018 - Apr 2019 Visual Designer

- Create designs that are visually appealing and attractive to customers. Using my creativity and design skills to create artwork that will look great on canvas.
- Work closely with customers to understand their needs and preferences. By asking questions about their design preferences, color choices, and overall aesthetic to ensure that the final product meets their expectations.

### Education

#### Web & mobile app design & development

Post-Degree Diploma  
Langara College, Vancouver  
May 2021 - Dec 2022

**Bachelor of Arts  
Degree in Sociology**  
Mumbai University, Mumbai  
May 2016 - Aug 2020

**Diploma in visual & communication art**  
L.S. Raheja College, Mumbai  
May 2015 - Aug 2018

### Skills

Visual Design  
UX Research  
Prototyping  
Wireframing  
User Flows  
Usability Testing  
User Interviews  
Illustration  
Graphic Design  
Motion Graphics  
Figma  
Adobe XD  
Sketch  
Miro  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Premier Pro  
CSS  
HTML  
PHP / WordPress.

