

VIRAL RAMANI

UI/UX DESIGNER | CRAFTING ENGAGING, IMPACT-DRIVEN DIGITAL EXPERIENCES

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PROFESSIONAL EXPERIENCE

Freelance Designer

Sr. UI/UX Designer

Remote

July 2025 – Present

- Designed and delivered complete UI/UX solutions for car rental and healthcare websites, improving user journeys and boosting overall engagement.
- Created modern and responsive application interfaces, ensuring seamless usability and strong visual consistency across multiple platforms.
- Developed impactful brand identities including logo design, email templates, and brand guidelines for startups and small businesses.
- Executed image editing and graphic enhancement projects to align with brand tone and elevate overall digital presentation.
- Collaborated with clients across diverse industries to provide end-to-end UI/UX and creative design support for web and mobile projects.

Acravio

Sr. UI/UX Designer

Surat

Jan 2023 – July 2025

- Led design initiatives across landing pages, websites, applications, and email templates, creating cohesive and user-focused digital experiences. Translated business needs into intuitive, visually engaging interfaces that strengthened brand presence.
- Executed end-to-end UX processes including research, wireframing, and prototyping, enhancing usability and overall product efficiency. Gained a strong understanding of user behavior and accessibility principles through practical design work.
- Collaborated with developers, marketers, and product teams to align creative direction with business objectives. Ensured each project maintained visual consistency, clarity, and user satisfaction from concept to delivery.
- Refined expertise in UX strategy, visual hierarchy, and design systems, delivering impactful digital products across platforms. Focused on creating data-informed, seamless, and conversion-driven user experiences.
- Contributed to establishing internal design standards and reusable component libraries, streamlining workflows and ensuring consistency across all digital products.

Quad SoftTech

Jr. User Interface Designer

Surat

Nov 2022 – Jan 2023

- Started my design journey by creating engaging social media posts, illustrations, and promotional graphics for digital platforms. Focused on maintaining visual consistency and brand storytelling across all creatives.
- Designed app screenshots and visual assets for App Store and Play Store listings, improving visual appeal and download conversions. Gained hands-on experience in layout design, typography, and color theory while collaborating with the design team.
- Supported senior designers in developing UI concepts and visual mockups, building a strong foundation in user interface design principles. Learned to translate creative ideas into polished digital visuals aligned with modern design trends.

SKILLS

- User Research
- User Interviews/Survey
- User flows
- User Personas
- Usability testing
- User testing
- Information Architecture
- Wireframes
- Rapid Prototyping
- Mock ups
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Canva

EDUCATION

Bachelor of Science

Saurashtra University

2019 – 2022

CERTIFICATIONS

UI/UX & Web Graphics Design

R&W / 2023

LANGUAGES

English
Hindi
Gujarati

HOBBIES

Playing Games
Watching Movies
Dancing
Listening to Music
Traveling