


# Jinali Vekaria

GREEN CARD HOLDER



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 [Linkedin-Jinali Parsana](#)

 [Portfolio-Jinali Parsana](#)

 [Work Samples- Graphic/ Web Design](#)

## EXPERIENCE

### Product Designer & Manager

Jul 2021 - Jul 2023, India

Leaf Studios

- Spearheaded the development and launch of 25+ products, resulting in a 35% increase in market by integrating user feedback into web design & social media designs iterations innovatively.
- Led cross-functional teams, including Designers, Developers, and Marketing, to ensure cohesive product development and design consistency across platforms.
- Developed and presented strategic design proposals to the Director of Product, aligning with industry trends and business objectives.

### Product Designer

Apr 2022 - Nov 2022, India

Xtra

- Efficiently developed distinctive product designs, approximately 200+ CMF variations under 2 weeks that resonated with the Metaverse platform's audience, balancing stress and defining soft deadlines.
- Coordinated with manufacturers to ensure the feasibility of innovative headphone designs, did user testing and received positive user feedback.
- Launched a product line that resulted in a 30% uplift in user engagement, sales growth, and market value.

### Product Design Internship

May 2021 - Jul 2021, India

Industry Development Network

- Led the design of a portable tea maker with a user-centric approach, focusing on simplicity and authenticity, while ensuring compatibility with a mobile app for customizable tea-making experiences.
- Conducted extensive user research to understand cultural rituals and preferences, collaborating with cross-functional teams to ideate, prototype, and iterate designs based on user feedback and technical & manufacturability constraints.
- Developed and maintained design systems using tools like Figma and Adobe Creative Suite to create wireframes, prototypes, and visual designs.

## EDUCATION

### MS in Experience Design

Sep 2023 - May 2024, Boston,

Northeastern University

USA

4.0 GPA

### B.Des in Industrial Design

May 2018- May 2022, Ahmedabad,

GLS Institute of Design

India

3.9 GPA

Multidisciplinary designer with experience in **UX/UI, Graphics and Product design**. I am passionate to create user-centric designs by crafting intuitive user experience journeys led with Innovation that caters user and stakeholder needs. I am a fast learner, always in a look out to experiment with different types of projects seeking growth and development.

## Tools

In Design, Illustrator, Figma, Photoshop, Keyshot, Sketchbook, Rhino 3D, Fusion 360, Solidworks, Cinema 4d, Lightroom, Tableau

## Skills

Design Skills, Digital Design, Typography, Color Theory, Visual Hierarchy, Layout, User Flows, Auto Layout & Composition, Graphic Design, Sketching, Branding, Print Design, Research Methods, Design Principles, Documentation, Concept Development, Prototyping, Product Lifecycle, Wireframing, Information Architecture, Design UI/UX, Design Thinking, Journey Mapping, Story Boarding, Persona And Scenario, Storytelling, 3d Modelling & Rendering, CMF Design, Interaction Design

## Languages

English , Hindi, Gujarati