

Mirali Solanki

UI/UX & Graphic Designer

Canada, miralisolanki16@gmail.com, +1 6478290749,
<https://www.mirasolankiux.com/>

PROFILE

UI/UX and graphic designer with 8+ years of experience across design agencies, e-commerce, SaaS and freelance work. I design mobile-first interfaces and brand visuals that are clear, consistent and built on user research and data. Experienced in design audits, component libraries, A/B-tested iterations and clean developer handoff. Comfortable working across multiple brands and balancing creative quality with business goals.

CORE SKILLS

Research: User interviews, usability testing, heuristic evaluation, competitor analysis, personas, user journey mapping

Design: UI design, wireframing, prototyping, design systems, responsive and mobile-first design, accessibility (WCAG), branding, campaign and social creatives, print and digital layouts

Testing and data: A/B test design, funnel and drop-off analysis, analytics-led iteration

Tools: Figma, Adobe Suite, FigJam, Miro, Notion, Jira, Protopie, Framer, Hotjar, Maze.

EXPERIENCE

Freelance UI/UX & Graphic Designer | 2022 – Present

Nobacco

- Design end-to-end UI and graphic assets for Nobacco, including [app or web screens, landing pages, brand and marketing visuals.
- Translate client briefs into wireframes, high-fidelity mockups and clickable prototypes in Figma, with revision rounds and final handoff.
- Built a reusable set of components, colours and type styles to keep every screen and campaign visually consistent.
- Prepared developer-ready files with specs, assets and states, reducing back-and-forth during build.
- Manage timelines, feedback and deliverables independently, working directly with the client.

UI/UX & Graphic Designer | 2022 – 2023

Puddleshaker (SaaS)

- Designed product interfaces for a SaaS platform, including dashboards, onboarding, forms and settings flows.
- Mapped user flows and wireframed new features before moving into high-fidelity design and prototypes.
- Created and maintained components in a shared design system so designers and developers worked from one source.
- Collaborated with product managers and engineers in sprints, reviewing builds and fixing UI gaps before release.
- Simplified complex workflows with clearer hierarchy, labels and empty and error states.

UI/UX & Graphic Designer | 2019 – 2022

Purple.com (E-commerce, beauty)

- Designed UI and graphic creatives for a high-traffic beauty e-commerce app and website, including [homepage banners, category and offer pages, campaign pages, product listing and checkout screens.
- Worked on offer-led and campaign-driven pages across sale periods, balancing deal visibility with a clean browsing experience.

- Contributed to design tests and iterations using funnel and click data, such as banner layouts, trust messaging, CTA placement, improving conversion / CTR by 68%.
- Produced high volumes of creatives on tight timelines while keeping brand style consistent across app, web and social.
- Partnered with product, marketing, brand and engineering teams to ship campaigns and feature updates.

Graphic & UI Designer | 2021

The Minimalist, Mumbai

- Designed digital creatives, web and app visuals, packaging or campaign assets for the brand.
- Kept visual language consistent with brand guidelines across channels.
- Worked with marketing and product teams to deliver assets for launches and promotions.

Graphic Designer | 2016 – 2018

Paradigm of Art, Mumbai (Design agency, multiple brands)

- Created branding, print and digital designs for multiple client brands across industries.
- Developed logos, brand collateral, social media creatives and marketing layouts from client briefs.
- Presented concepts to clients, incorporated feedback and delivered final artwork in the correct print and digital formats.
- Managed several projects at once under agency deadlines while keeping quality consistent.

SELECTED PROJECTS

Remitbee Send-Money Flow: UX Audit and Redesign | Concept project

- Audited the public website and app listing and documented 10 findings, including scattered fee rules, mismatched payment methods and inconsistent country counts.

- Redesigned the calculator to show rate, fee, valid payment methods and arrival estimate in one place, and built a three-step interactive prototype.
- Drafted a validation plan covering interviews, task tests, A/B testing of fee disclosure and accessibility checks.

Purple: Designing One Storefront for Every City Tier

Analysed how the homepage serves first-time tier 2 and 3 buyers, premium shoppers and undecided shoppers.

- Proposed six hypothesis-led A/B tests with primary metrics and guardrails.
- Flagged accessibility and content opportunities, including mobile pinch-zoom.

DESIGN METHODS

Design thinking, user-centred design, mobile-first design, atomic design and component-based systems, heuristic evaluation, A/B testing, agile and sprint-based collaboration

EDUCATION AND CERTIFICATIONS

Interactive Media Design Management

Education in Applied and Fine Arts

Agile Tactics, IxDF, Scum, User Testing, Qualitative User Testing, Salesforce Agent AI.