Jyoti Bharadava

UI / UX researcher and data analysis

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Location: Edinburgh, Scotland, UK

PROFESSIONAL SUMMARY

Creative UI/UX Designer and Researcher with 3+ years of experience designing user-centered digital products. Skilled in user research, product research, data analytics, wireframing, prototyping, and usability testing. Adept at translating complex insights into intuitive, accessible interfaces. Known for delivering data-informed design solutions that enhance user experience and drive product engagement across platforms.

SKILLS

- Data analytics and Visualisation
- Competitive Analysis
- User Metrics tracking
- Adobe creative Suite (Photoshop, XD, Illustrator)
- User Research methods and methodology
- UI/UX Design & product research
- Figma
- Personas, Customer Journey map, Prototype, Wireframes, Mockups, User flows
- Mobility issue fixing
- WordPress: Thrive Architect, Elementor
- Project Management (Trello, Asana, Slack)
- Visual Content planning from scratch to end-user delivery
- Strategic Planning
- Cross-Functional Teamwork
- Conflict Management
- Microsoft tools(Excel, Word, Spreadsheet)
- Effective communication, customer service

EDUCATION

MSc User Experience Design
2022-2023

Edinburgh Napier University,
Edinburgh, Scotland, UK

Bachelor of Computer Applications
2015-2018

Saurashtra University
Rajkot, Gujarat, India

WORK EXPERIENCE

UI/UX Researcher & Data Analysis   **@Envigore Ltd**

May 2024 – Present   Edinburgh, Scotland, UK

- Conducted UX research and data analysis to identify user behavior patterns, usability challenges, and design improvement opportunities.
- Collected, cleaned, and interpreted qualitative and quantitative data to guide product and business strategies.

- Supported product and marketing teams with strategic data insights for improving engagement and user retention.

- Collaborated with cross-functional teams to integrate data-driven strategies into UI/UX design decisions.
- Conducted research on product to know the customers perspectives using different strategies.

User Experience Designer   **@Appclick Web & Securities**

July 2021 – September 2022   Rajkot, Gujarat, India

- Designed marketing materials across digital and print channels for new startup companies, aligning with brand identity and campaign goals, from scratch, logos, until final designs using figma, photoshop, illustrator.
- Developed user flows, wireframes, and high-fidelity prototypes to support digital product launches and marketing assets.
- Collaborated closely with cross-functional teams (product, developing, and marketing) to deliver cohesive creative outputs for cloud and ecommerce companies.
- Created interactive prototypes and effectively presented design concepts to stakeholders, incorporating feedback to refine visuals.
- Contributed to post-production tasks including photo editing and visual enhancement for digital campaigns such as banners, flyers, advertisements and many more.
- Supported project management workflows using tools like Trello, Asana, and Slack to meet deadlines and ensure delivery.
- Stayed updated on industry and design trends to contribute fresh visual ideas for branding and promotional activities.

UI/UX Designer   **@Manjila and Sing Innotech Pvt Ltd.**

June 2020 – December 2020   Kochi, Kerala, India

- Designed user interfaces for web and mobile platforms using Figma and Adobe Creative Suite for the Manjila and Sing Innotech company.
- Conducted end-to-end UX research, including qualitative and quantitative studies, to support evidence-based design decisions.
- Integrated customer feedback and usability metrics to refine design solutions and improve user engagement.
- Created and maintained internal design documentation, including brand style guides and UI specifications.
- Collaborated with teams to deliver visually compelling content that aligned with brand direction and user needs.

Jr. Web Designer   **@Airo Global Software Pvt Ltd**

June 2019 – May 2020   Kochi, Kerala, India

- Designed web templates and layouts using Photoshop, XD, and Figma with a focus on responsive, user-centric design for Emohamy, food delivery, cloud based, and ecommerce companies.
- Gained hands-on experience with eCommerce and retail designs, contributing to improved user journeys and site aesthetics.

- Participated in usability testing processes and implemented feedback into iterative design improvements.
- Supported front-end teams with style guide implementation and visual QA testing.

Graphics Designer   **@Quadzeta Technologies Pvt. Ltd**

September 2018 – June 2019   Kochi, Kerala, India

- Designed brand identity assets such as logos, business cards, brochures, and menus for various clients.
- Created screen visualizations and web prototypes, using Adobe Photoshop, XD, and Figma.
- Assisted in developing visual content for both digital platforms and in-store collateral.
- Contributed to enhancing internal branding by updating templates and visual documentation.
- Designed news pages as the company related to news and facts.