Neeyati Trivedi
Designer

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in neeyatitrivedi
📍 Toronto, CA

Profile

An empathetic UI/UX designer with a background in graphic design and interactive media. Experienced visual communicator and creating problem-solving designs for four years. I also believe in "go with the flow" and trust the process, adapting to challenges and letting design evolve naturally.

Projects & Skills

Sortit - Waste Sorting App

- Conducted user research and usability testing for design guidance.

- Developed interactive prototypes, wireframes, and structured content for better navigation.

- Designed the logo and created brand identity.

- Analyzed user data to optimize the platform's design.

- Created a business and analytics strategy of the product.

HMart - Website Evaluation and Recommendation

- Did comparative and current state analysis.

- Analyzed the website through SWOT analysis.

- Conducted heuristic evaluation.

- Added recommendation based on our findings.

DriveDeal.ca

- Designed a high-fidelity interactive prototype for a real client.

- Developed a cohesive brand identity and integrated UX/UI strategy into the website.

- Created an SEO Strategy for the product.

Certified Course

Visual Elements of User Interface Design
California Institute of the Arts (Coursera)

Work Experience

2020 - Present

Freelance Designer
- Branding & Packaging
- Print Design (Magazine, Book Cover)
- UI/UX Design (Trenoi Footwear - Ongoing Project)
- Logo Design and Conceptualization

July - Sept 2023

Design Intern - Debox Consulting Pvt. Ltd.
- Designed social media posts. Handled 2 clients's account.
- Assisted in branding and UI design projects.

Tools and Technologies

Adobe Suite
Figma
Procreate
WIX

Portfolio

Behance - www.behance.net/neeyatitrivedi

Education

2024-2025

Postgraduate Certificate – Interactive Media Management (Centennial College, Toronto, ON, Canada)
- UX/UI Design
- UX Research
- Project Management
- Business & Analytics
- Development Tools

2019-2023

Bachelor of Fine Arts (Applied Arts) (Rachana Sansad College of Applied Arts and Crafts, Mumbai, India)
- Typography Major
- Visual Communiaction
- Graphic Design
- Advertising
- Colour Theory