


# Kshitij Suthar

## UX Designer

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## Experience

### Product Designer | The Weather Network

January 2022 - August 2024 | Oakville, ON

- Redesigned the **weather maps interface**, improving user flows and experience, leading to a **40% increase in engagement** and enhanced brand consistency.
- Led the design and testing of a **Generative AI Weather Assistant** with cross-functional teams, **enhancing user satisfaction** and engagement.
- Contributed to a growth-focused project, a dynamic and customizable **AI-driven planning tool**, improving user interaction and **personalization** for daily activities.
- Adapted quickly to new data and project changes in a **fast-paced environment**, pivoting designs based on **evolving user insights**.
- Facilitated **user research** and design sprints with Product Managers, Developers, and stakeholders, **resolving UX challenges** and delivering **user-centric solutions** aligned with business goals.

### Graphic and Motion Designer | MyTV News

June 2020 - December 2021 | India (Remote)

- Designed engaging graphics and visual elements, enhancing the visual appeal of news and entertainment programs and **increasing viewer engagement**.
- Implemented **motion graphics**, boosting program liveliness and entertainment value by incorporating dynamic visuals.
- Collaborated with news anchors and video editors to create compelling content, contributing to around **20% increase in channel viewership**.

### Freelance Designer | Self-Employed

September 2019 - June 2020 | Remote

- Applied **design thinking** to solve UI challenges, improving user experience and building a stronger connection with the product's audience.
- Created **visually captivating** digital ads, targeting client demographics to effectively capture attention and convey brand messages.

### UX Designer and Researcher (Co-op) | Rimbala

March 2019 - May 2019 | Toronto, ON

### UX Designer and Researcher (Co-op) | Longo's

November 2018 - January 2019 | Toronto, ON

## Education

### User Experience Design

Post-Graduate Certificate |  
Humber College

### Mobile Application Development

Post-Graduate Certificate |  
Centennial College

### Information Technology

Bachelor of Science |  
Gujarat University

## Skills

User Experience Design  
User Flows  
User Interface (UI) Design  
Design Thinking  
Detail Oriented  
Human-Centered Design  
Interaction Design  
Wireframes  
Prototypes  
Responsive Design  
Usability Testing  
User Research  
User Testing  
Visual Design

## Tools

Figma  
Adobe XD  
Invision  
Miro  
Sketch  
Adobe Photoshop  
Adobe Creative Suite