

Karishma Jani

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UX/UI Designer with a background in Marketing and Copywriting

Work Experience

Freelancer, Canada

UX/UI Designer & Digital Consultant

09/2022-Present

- Redesigned the user interface of a Canadian non-profit dog adoption website, resulting in a 50% increase in successful adoptions and fostering. Implemented streamlined forms and intuitive navigation, reducing the time it takes for users to complete the adoption process by 30%.
- Developed a comprehensive digital marketing campaign for a chiropractor health services brand, resulting in a 20% increase in appointment bookings and call back requests. Created compelling copy for landing pages that effectively communicated the benefits of chiropractic care and encouraged patient engagement.
- Managed all aspects of web design and maintenance for an art non-profit showcasing over 10,000 artworks. Conducted information architecture refinement to improve site navigation and user experience. Revamped the donation page design, resulting in a 15% increase in online donations.

LoveKind Inc, Canada

Marketing Director

01/2022-06/2022

- Orchestrated the launch of two restaurants and a cafe within six months, executing influencer partnerships, content schedules, and targeted digital ad campaigns resulting in a 10% increase in overall sales.
- Established and managed a network of over 1000 Canadian influencers to promote businesses at the incubator, generating an average engagement rate of 8% on social media platforms.
- Oversaw the e-commerce site redesign for a beauty brand, leading to a decrease in bounce rate by 15% and an increase in conversion rate by 20%. Developed and implemented a year-long content plan that resulted in a 30% growth in website traffic.

LoveKind Inc, Canada

Marketing Coordinator

06/2021-12/2021

- Managed digital ad campaigns with a budget of \$100K, increasing direct orders from the restaurant websites by 14% to reduce dependencies and costs associated with third-party food ordering platforms.
- Quickly adapted to LoveKind's marketing ecosystem, contributing to multiple successful campaigns and projects that led to a promotion within just 6 months.

Times Network, India

Associate Creative Director, Copywriter

07/2016-11/2019

- Crafted compelling press releases, video scripts, and ad copies for 10 clients, driving a 20% increase in click-through rates and generating over 1 million views on branded content.
- Developed strategic editorial partnerships with the network, producing engaging branded content that reached an audience of 5 million viewers per month.

Top Skills

- **Design thinking & Accessibility** - Proven record of working with projects of various scales, budgets and ambiguity by using design thinking and accessibility principles to understand user needs, challenge assumptions and improve products based on feedback loops and iterative testing
- **UX Softwares & Tools** - Well-versed with industry standard design and prototyping softwares like Figma, Sketch, Invision, Whimsical, etc. Proficient in designing UX artifacts like user flows, journey maps, and user personas, to determine real problem & uncover potential solutions.
- **Collaboration & Time management** – 5 years of experience managing digital marketing & content teams. Adept at working with developers, and stakeholders.

Education

- UX Design Immersive program certificate, 2022, General Assembly, Canada
- Bachelors of Mass Media, 2011, University of Mumbai, India