

UI/UX DESIGNER  
WEBSITE DEVELOPER

# Portfolio



Hello! I'm **Sanskar Gupta**, a User Experience Designer by education with over 3 years of work experience elevating the digital presence of over 120 businesses across North America.



Professional

# Experience

\* *Web Developer*  
Smashing Pixels

Smashing Pixels is a media agency located in Brantford, ON catering to nationwide clients. I worked here between Nov 2021 to April 2024 starting as a part-time web developer and later accepting a full-time Product Designer position

\* *UX Researcher*  
William & Mary

As a UX Researcher on a 7-member team, I conducted market research and developed an interactive prototype for the Integrative Conservation Clinic, aiding ecological conservationists in finding relevant academic materials. This project, was awarded second place in the UX capstone competition (2022-2023) at Wilfrid Laurier University.



Qualification

# Education



My educational journey has covered a diverse range of subjects, highlighting the interconnectedness of various disciplines. This has fostered essential analytical and critical thinking skills.

**\* International Baccalaureate (DP)**

2016 - 2018

**HL:** Business Management | English | Visual Arts

**SL:** Physics | Mathematics | Hindi

**\* Wilfrid Laurier University**

2018-2023

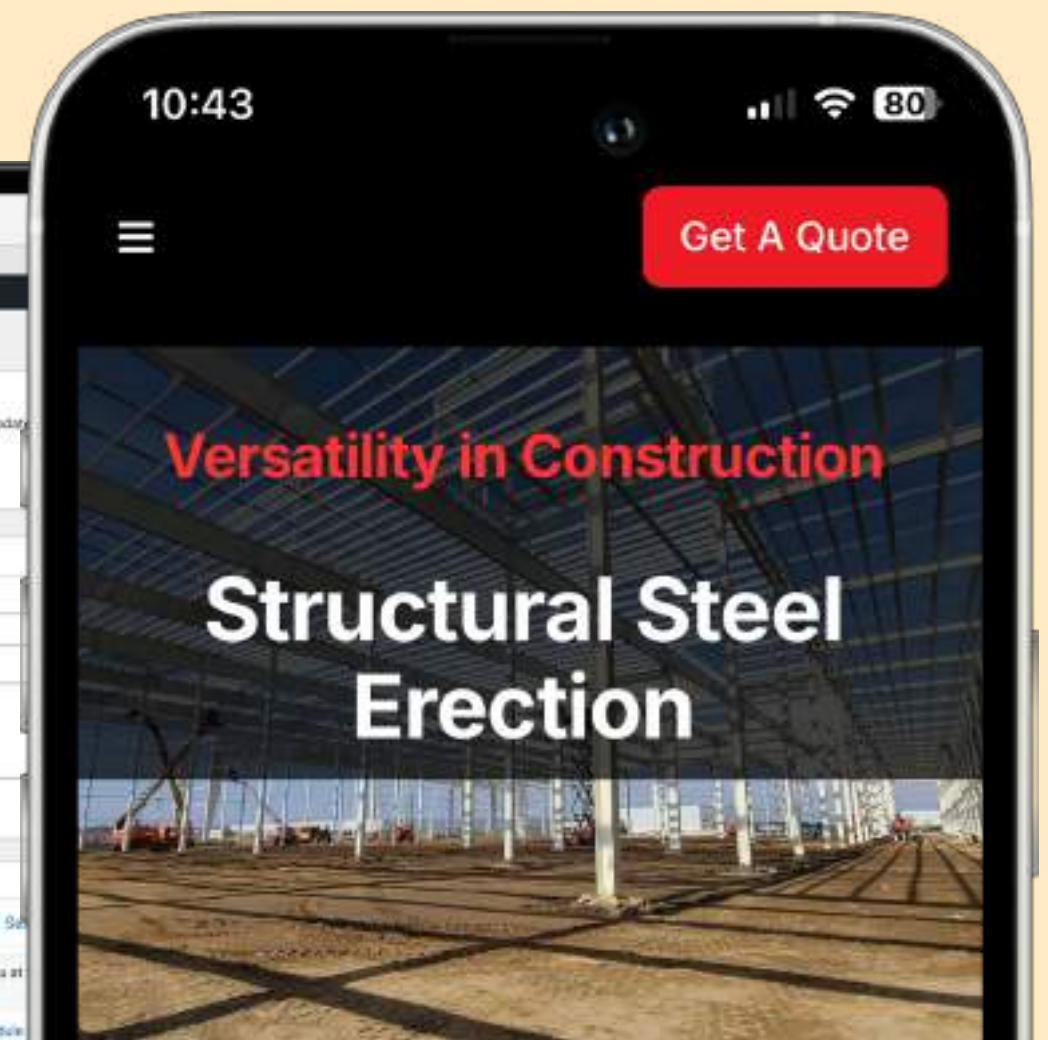
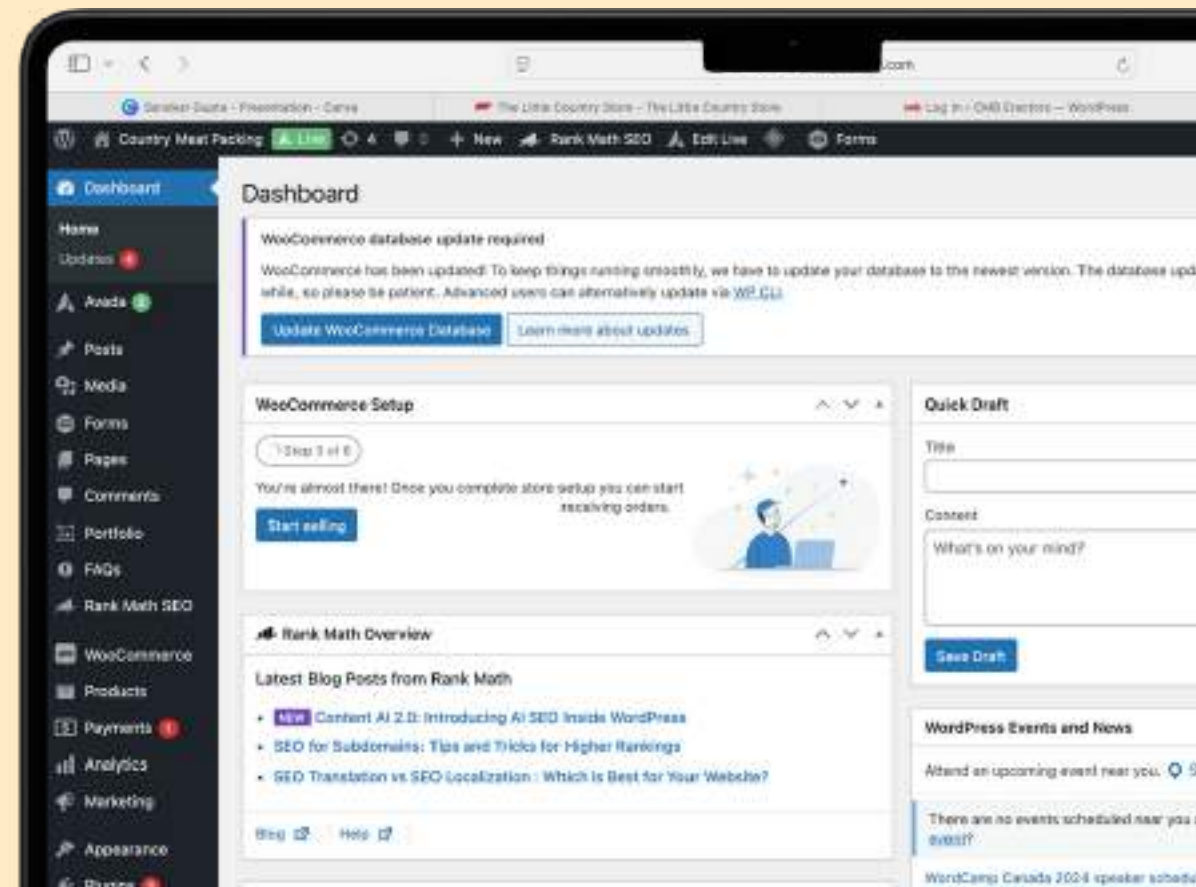
Honours in Bachelors of User Experience (BDes)



\* Website Design & Development

# Sample Work

Experienced in delivering live websites using Wordpress, Webflow and other CMS softwares. My education in User Experience enables me to identify the target audience and its needs to design experiences in response to their behavioural patterns. Commonly, the goal is to lead site visitor to CTA or fill webform to generate sales leads.

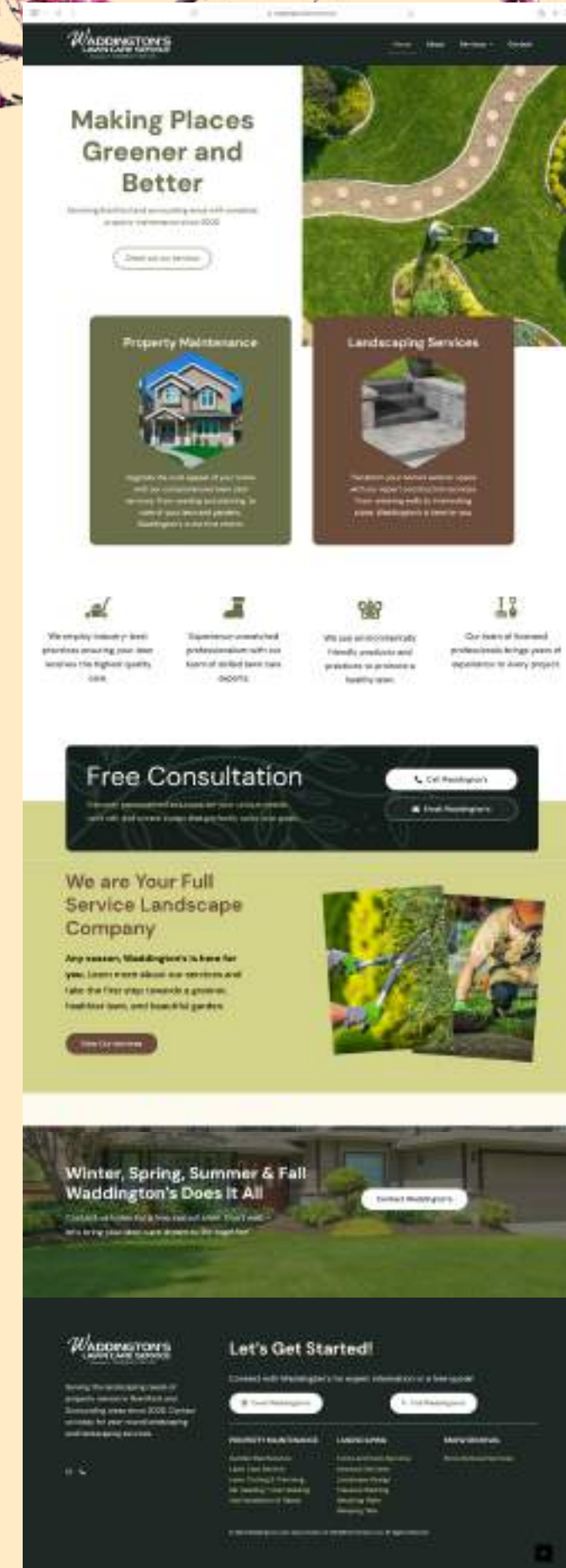


# 01

## Waddington Lawn Care Services

Waddington Lawn Care Services, established in 2006 by Dave Waddington, is a leading provider of lawn care and landscaping solutions in Brantford, Ontario. To increase lead generation and improving digital presence, I was tasked with designing their new website.

- Improved search engine ranking through on page SEO and meta description
- Enhanced user experience with screen responsive web design and CTAs
- Higher recall value with stronger brand identity and improved aesthetics
- More than 20% growth in leads generated through embedded contact form



# 02

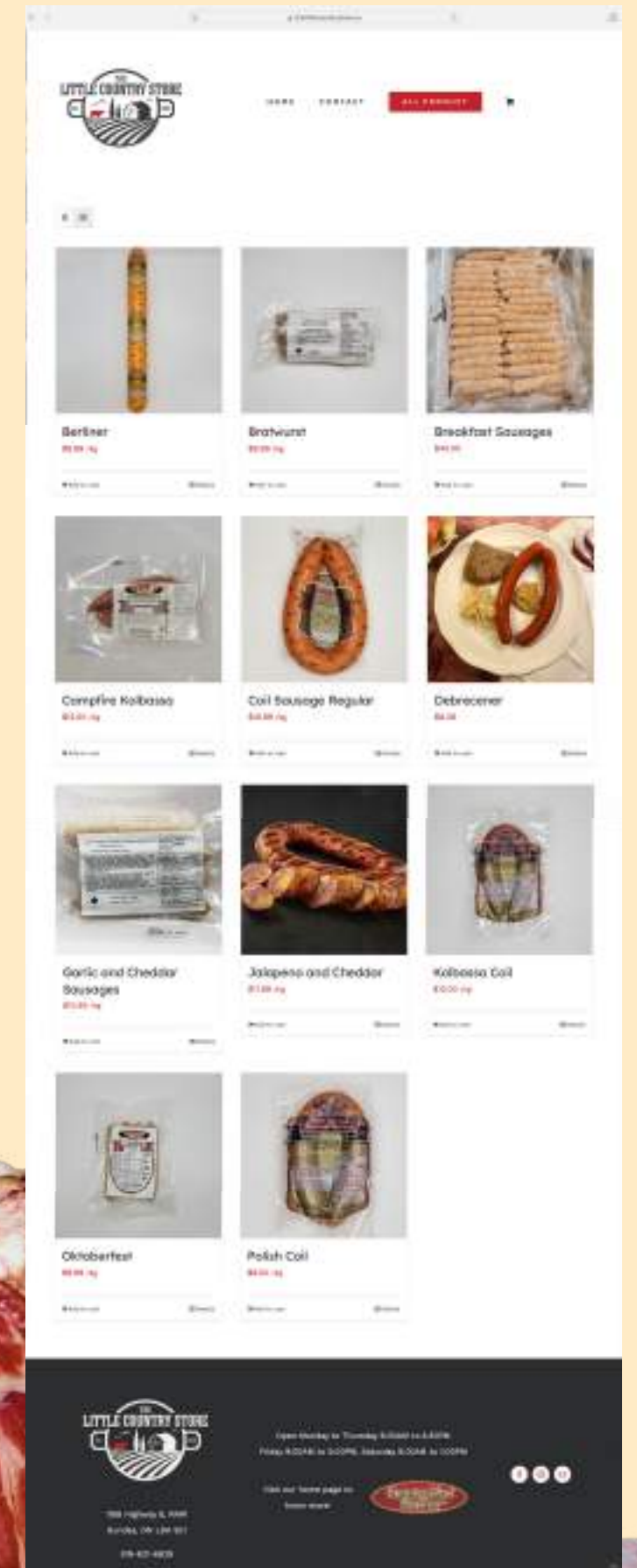
## The Little Country Store

*"It was great working with the team at Smashing Pixels. If there was ever an issue, they were quick to fix it! They came up with the logo for our store and it was a perfect fit! Thank you Trevor and the team!"*

Shae-Lynn Boekestein  
(Manager)

The Little Country Store is the retail extension of The Country Meat Packing, a family owned wholesale packaged meat business in Brantford, Ontario with clients across the province. The client's primary request was an online platform to place order for pickup.

- Categorizing products made browsing and shopping simpler for customers.
- Genuine images helped customers grasp the portion size and quality of the meat products, boosting their confidence to place orders.
- The option for self-pickup eliminated the need to cancel orders in case of any changes.
- Approx. 34% orders were placed using the e-commerce functionality of the website





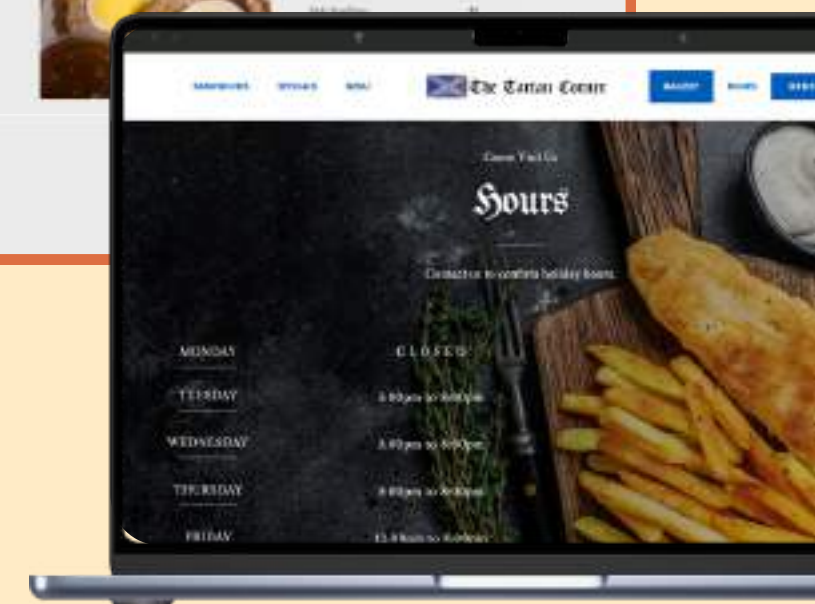
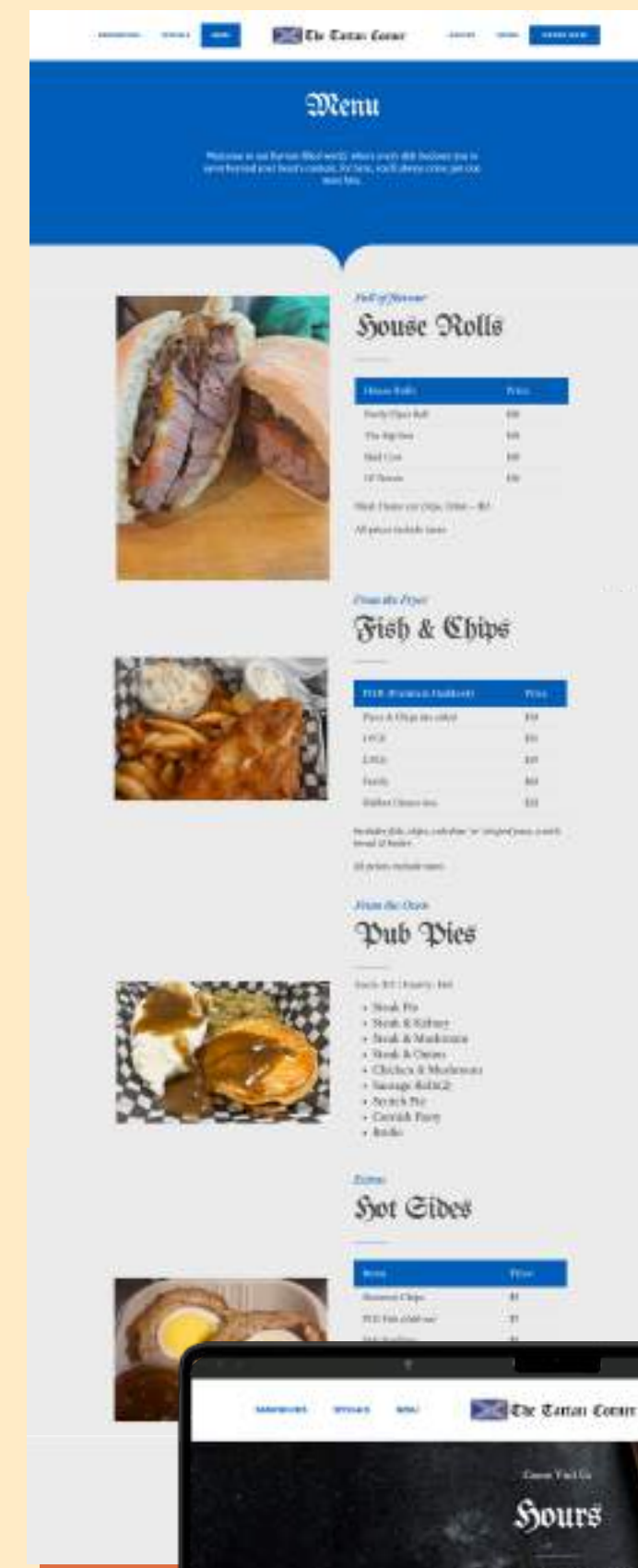
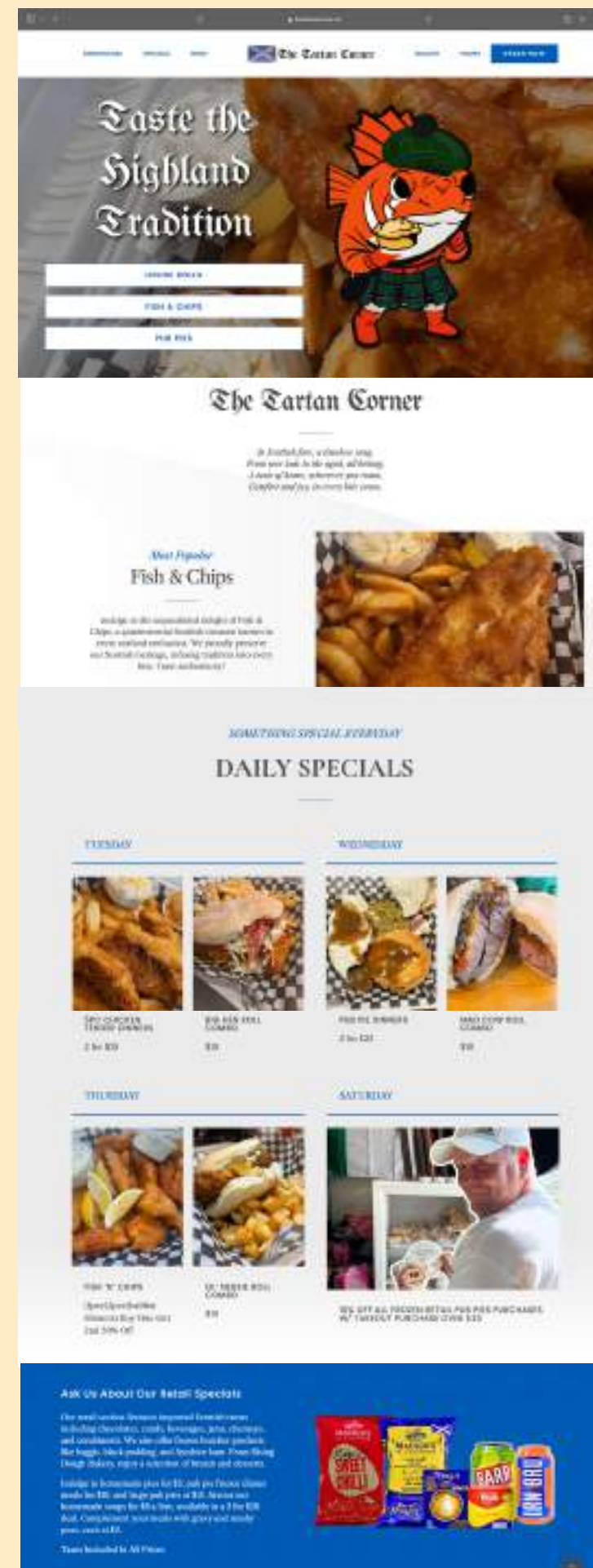
# The Tartan Corner

*"Your services have proven to be effective. It has been busy here at the shop. Tonight was absolute chaos. We did 112 meals in the span of 2 hours. Thanks guys."*

**Danny McMahon**  
(Owner)

A newly established eatery located in Brantford, ON serving authentic Scottish-style dishes such as Pub Pies, Fish & Chips and House Rolls. To increase sales, the Danny sought social media marketing and web design services.

- Through a single page screen responsive website, the user flow was streamlined while adding convenience of browsing meal options on mobile devices for customers.
- The use of authentic images helped customers grasp the quantity and quality of the meals, boosting their confidence to place orders.
- With combined efforts in social media marketing and website development, The Tartan Corner served 1500+ on site customers in the first month with a 20% avg return rate.



# 04

## Vodka Friday

AI CHATBOT

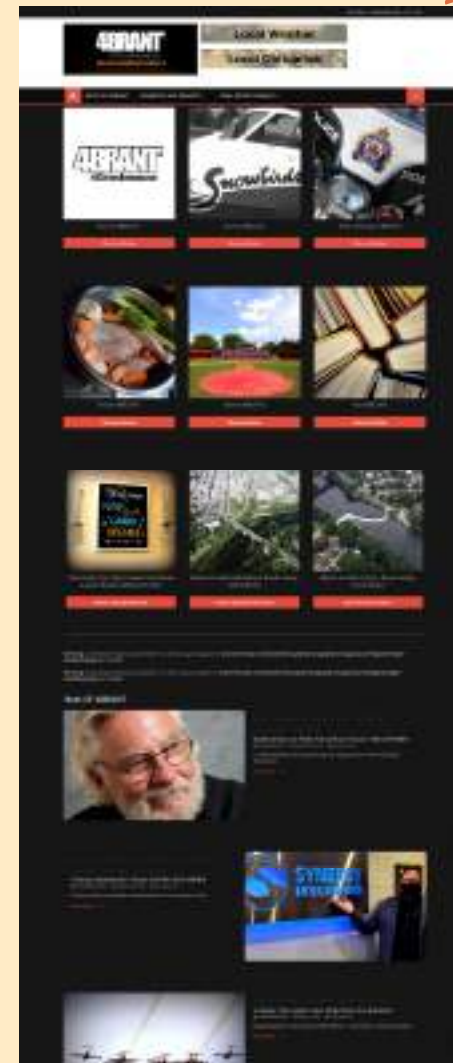


Vodka Friday is an emerging vodka brand start by Reta & Donna, that has rapidly gained traction in the Ready-To-Drink (RTD) industry with its product available in LCBO. Vodka Friday approached us with a vision of making Vodka Friday synonymous with drinks and music through improving their digital presence.

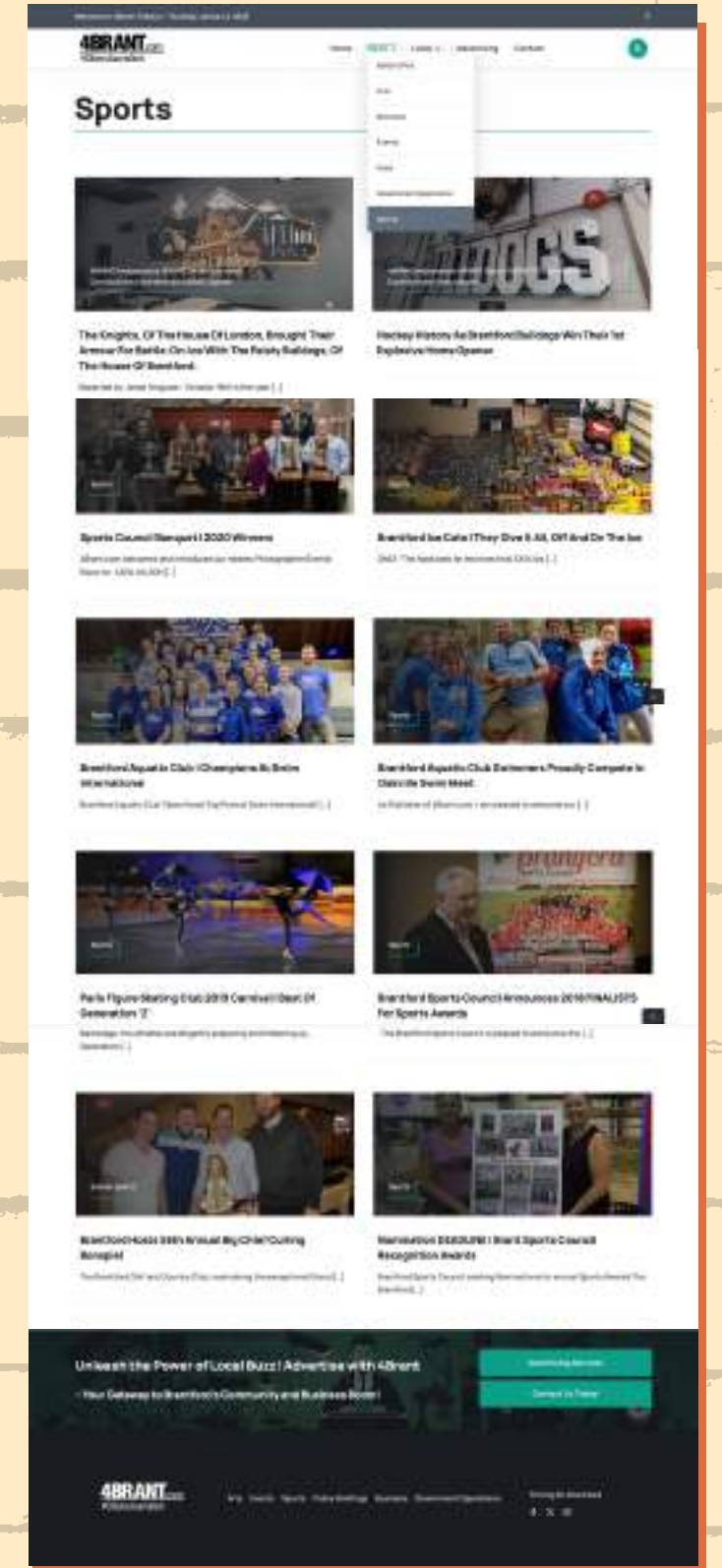
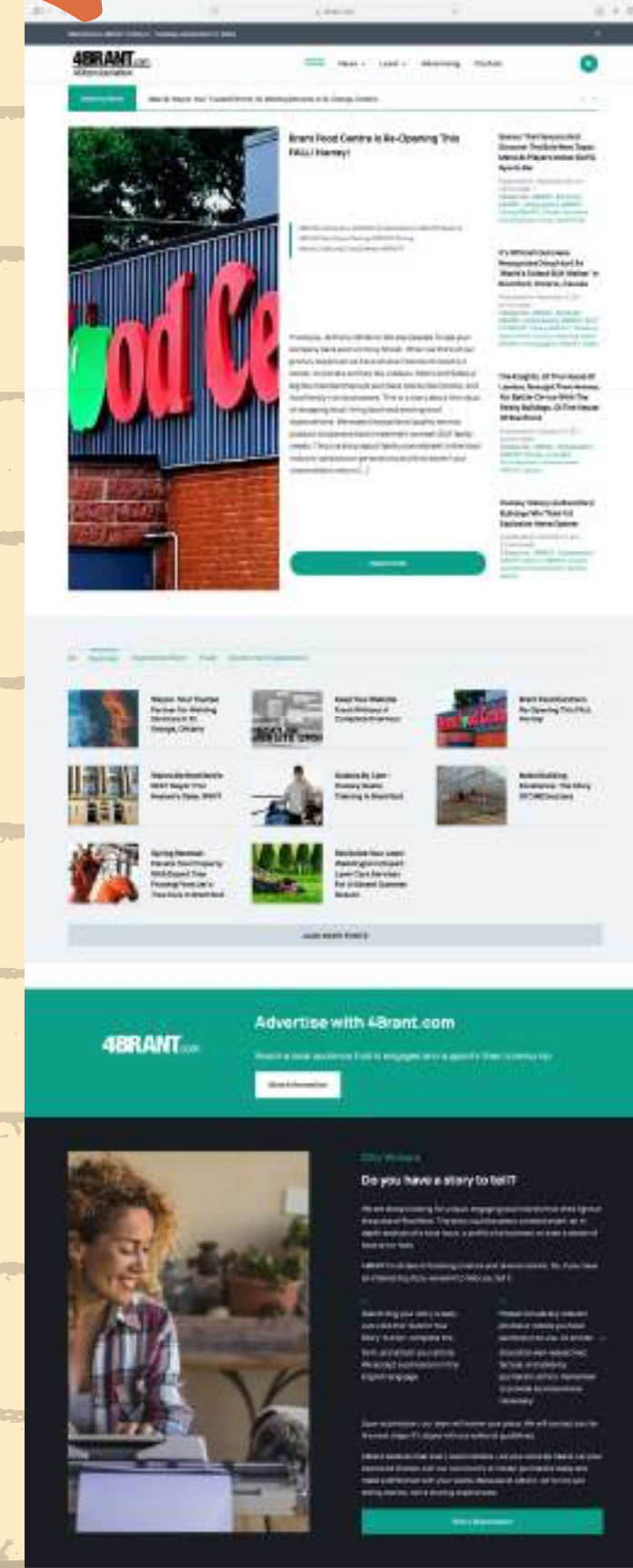
- Based on our client's vision, our team developed a playful brand identity featuring a vibrant and bold color palette, dynamic graphics and animations, a classic logo, and tailored graphics for product listings, establishing a solid foundation for their website.
- To enhance their marketing strategy, we created an interactive AI chatbot, Alex Martinez, which suggested cocktail recipes tailored to customers' preferences and provided an immersive experience through QR codes on packaging and social media.

# 05

## 4Brant Citizen Journalism



(Previous layout)



4Brant is an online news portal started by John Bradford to deliver Brant County news to its residents on various topics such as city crime, celebratory events, outdoor activities, trade shows etc. John required to increase the readership on the platform to monetize it.

- Overall aesthetics and functionality were improved by porting the site to Wordpress, simplifying the logo, changing dark to light theme and choosing a (primary) brand color.
- For a dynamic homescreen, auto segregation of stories and ease of publishing, layouts were created which used metadata and category to display articles in the same format.
- 4Brant witnessed over 300% increase in site visitors with the help of SEO

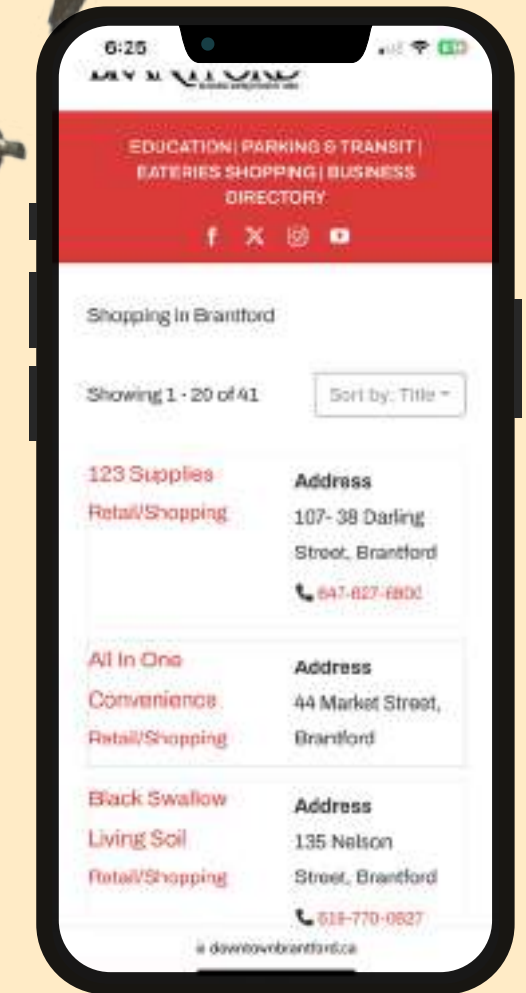
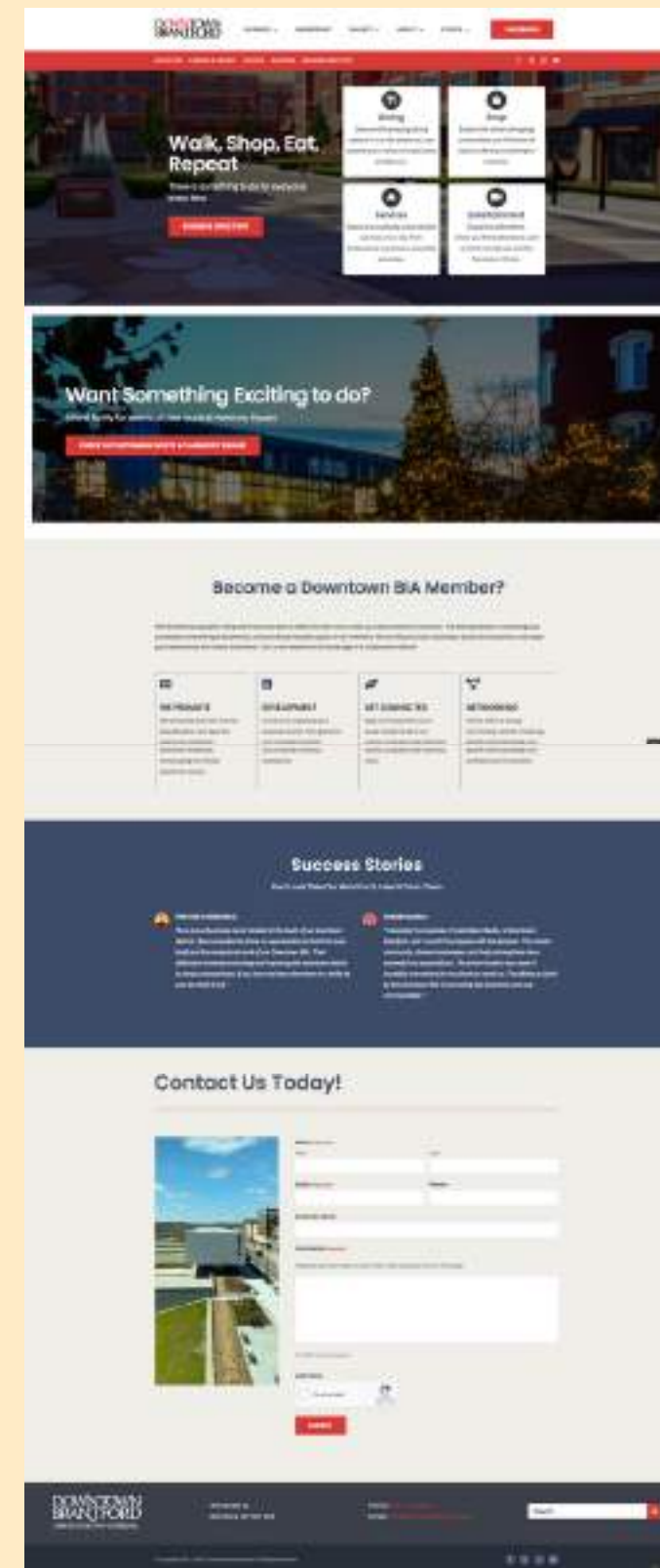
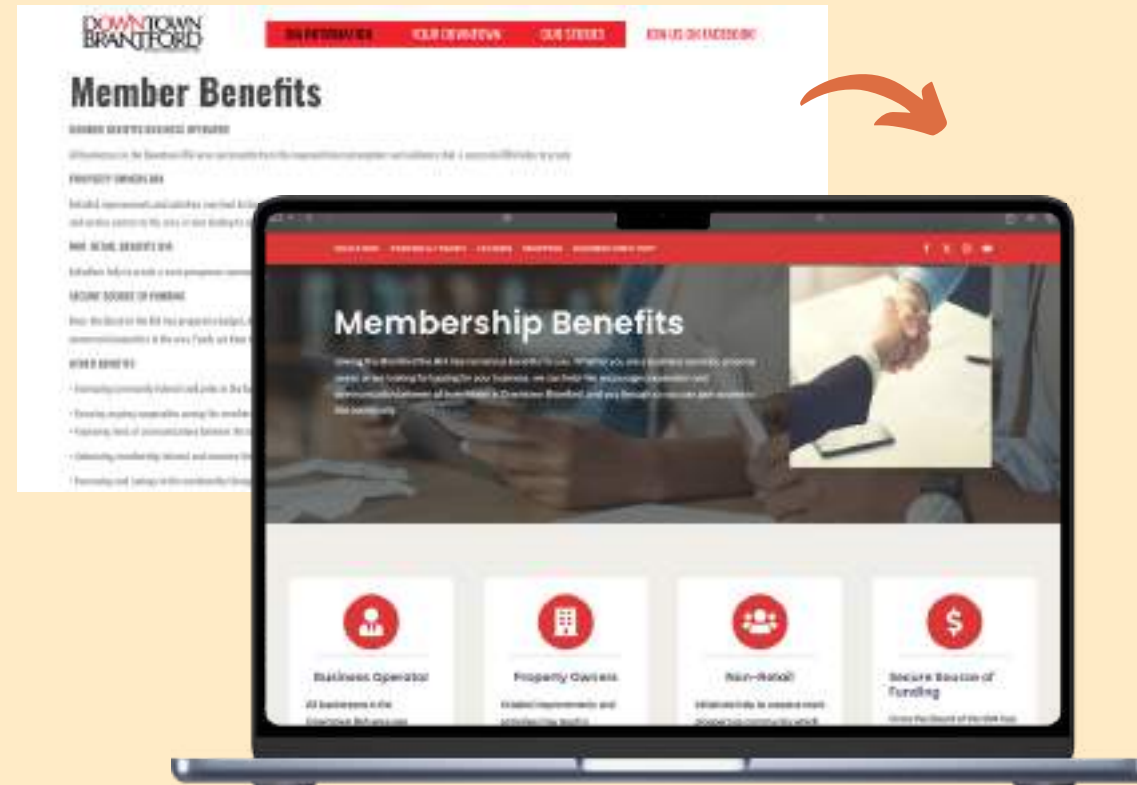


# 06

## Downtown Brantford Association

The Downtown Brantford Business Improvement Association (BIA) is a group of local businesses and property owners aiming to enhance the area's economic vitality with municipal support. They seek to showcase Brantford's business potential to attract investments in businesses and real estate.

- Increased site visitors through on page SEO coupled with elevated aesthetics & usability by porting the site to Wordpress and making it screen responsive
- Expanding the utility of website through addition of business directory, municipal parking spaces and event calendar, increasing its use case scenarios
- Cognitive load was reduced by dividing information in bite sized portions and providing external links to relevant resources for further information.



# 07

## Gem Electrical



GEM Electrical is a fully insured, ESA-approved contractor providing expert commercial, industrial, and residential electrical services across Brantford and surrounding areas. Company's owner, Zack, needed a modern, mobile-friendly easy to navigate website.

- To minimize user navigation efforts, the landing page offers a selection between residential and industrial services, ensuring relevant options are presented.
- Service pages effectively served as landing pages for marketing campaigns with an average conversion rate of 15% with its clear, concise information and evident CTAs.
- Custom-designed iconography and images enhance absorption of information.





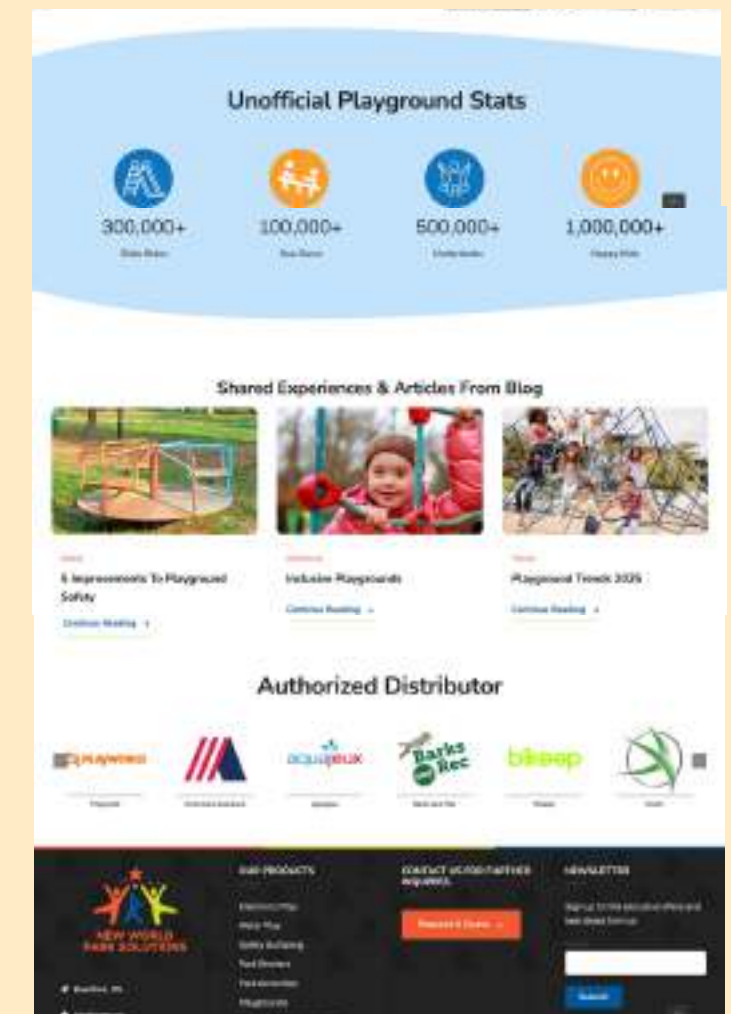
# 08

## New World Park Solutions



New World Park Solutions provides high-quality, inclusive playground equipment supplier, serving Ontario's municipalities, schools, and architects for 18 years. To improve digital credibility by elevating aesthetics of the website, Smashing Pixels was approached

- The website combines playfulness with professionalism through a carefully selected color palette and custom iconography, beginning with a simplified logo.
- Credibility is enhanced by replacing the project list with case studies and authentic images.
- The value of Playworld equipment is highlighted by categorizing products to emphasize a comprehensive approach to children's mental and physical growth.

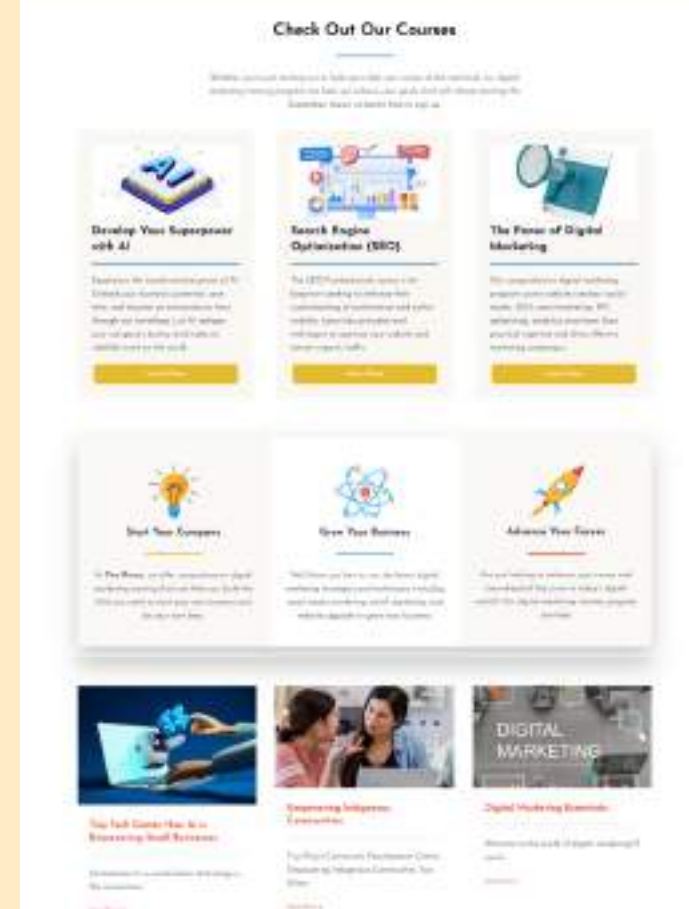


# 09

## Two Rivers Digital Toolbox

Two Rivers Community Development Centre is an Aboriginal-led economic development corporation dedicated to supporting Indigenous-owned businesses through financing and resources. However, many community members lacked the digital skills needed to grow their businesses, leading to the creation of Two Rivers Digital Toolbox.

Developed with the aim of being browsed after a real time introduction to courses, The Digital Toolbox websites provides course options, overviews, curriculum and instructor details with the ability to sign up online or contact a representative for further details.

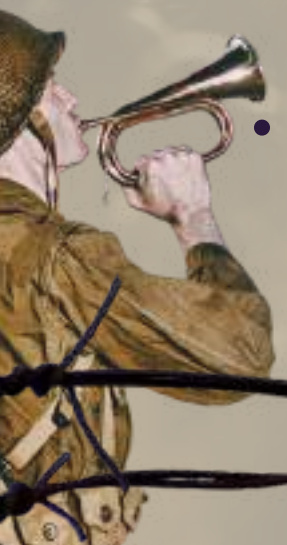
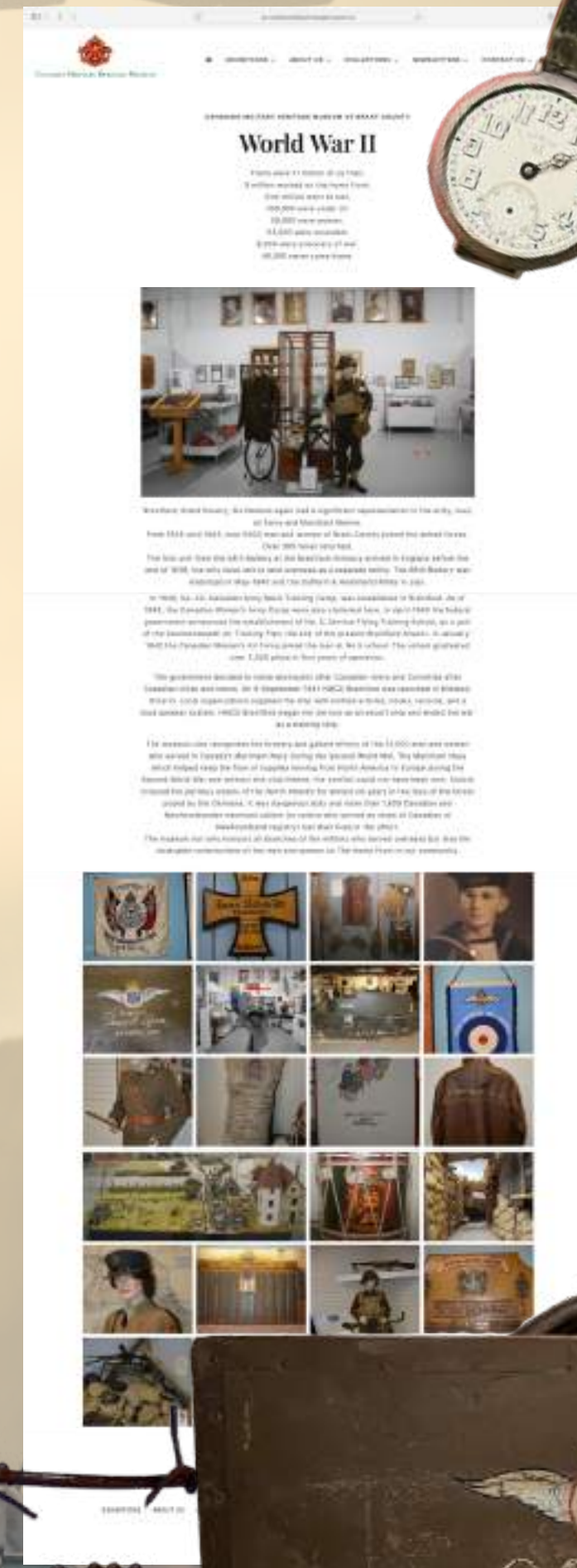
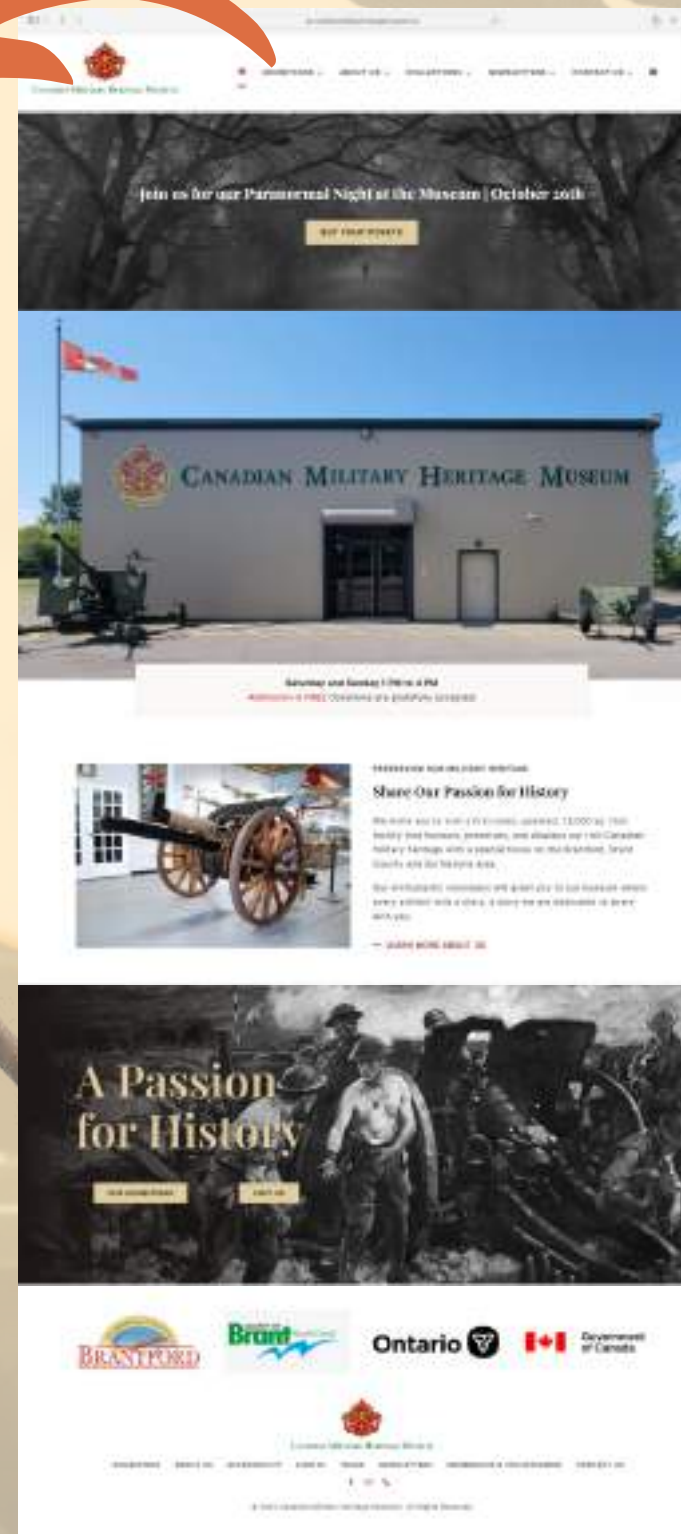
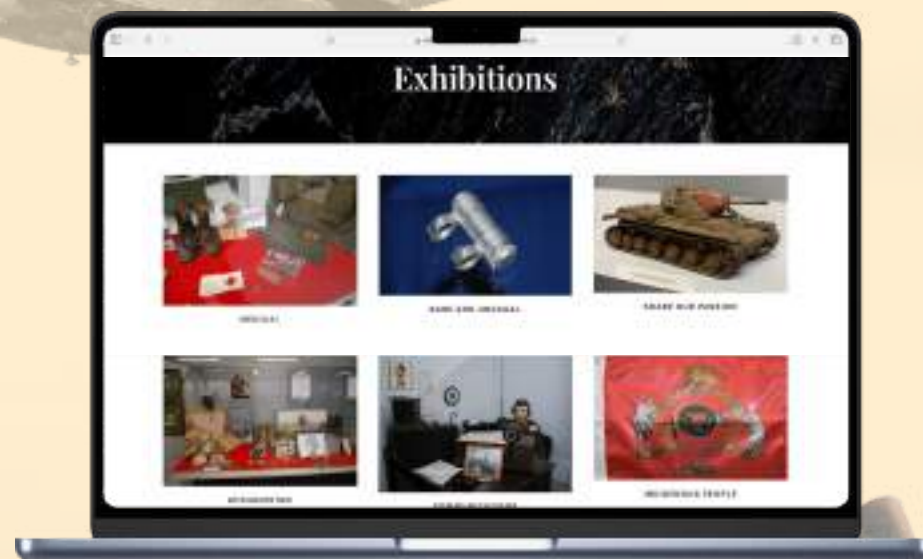


# 10

## Canadian Military Heritage Museum

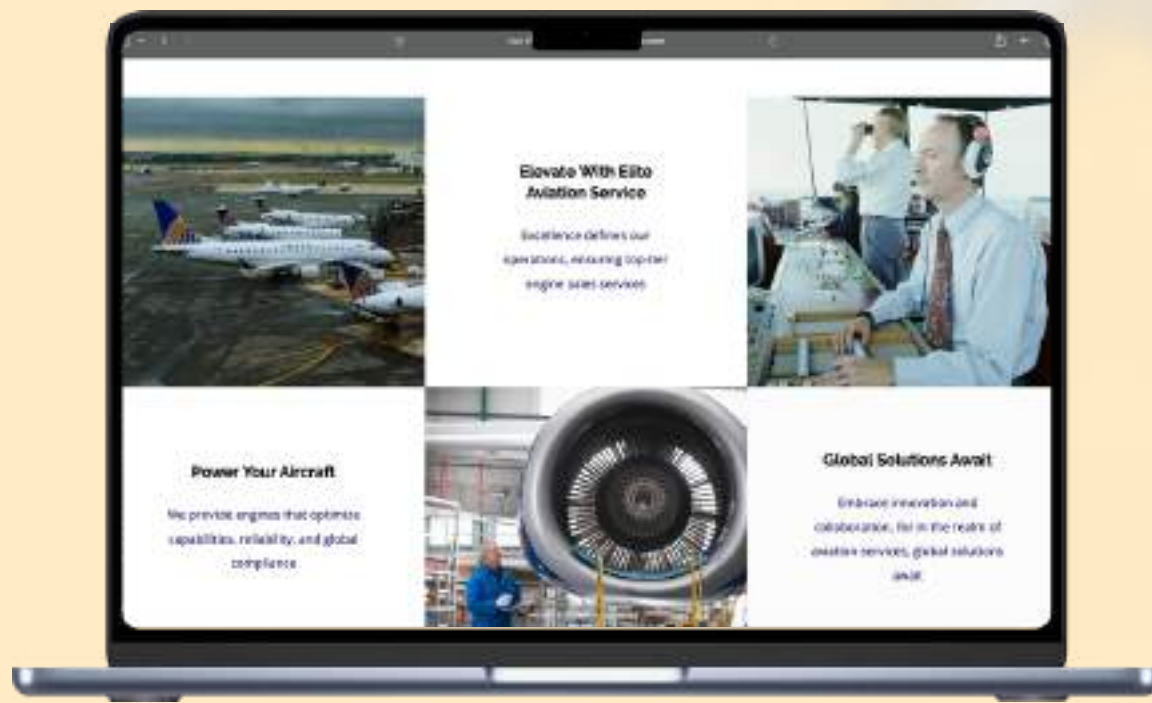
The Canadian Military Heritage Museum in Brantford preserves Canada's military history with 20,000+ artifacts. They needed a modern website to showcase exhibits, events, and enable online donations and memberships.

- To enhance the storytelling experience, we created 6 interactive AI chatbots briefing visitors on each exhibit's history and relevance to provide an immersive learning experience, evoked through QR codes placed at the start of each exhibition.
- The museum witnessed over 150% increase in visitors and garnered over \$5000 in donations through online booking and payment gateways.



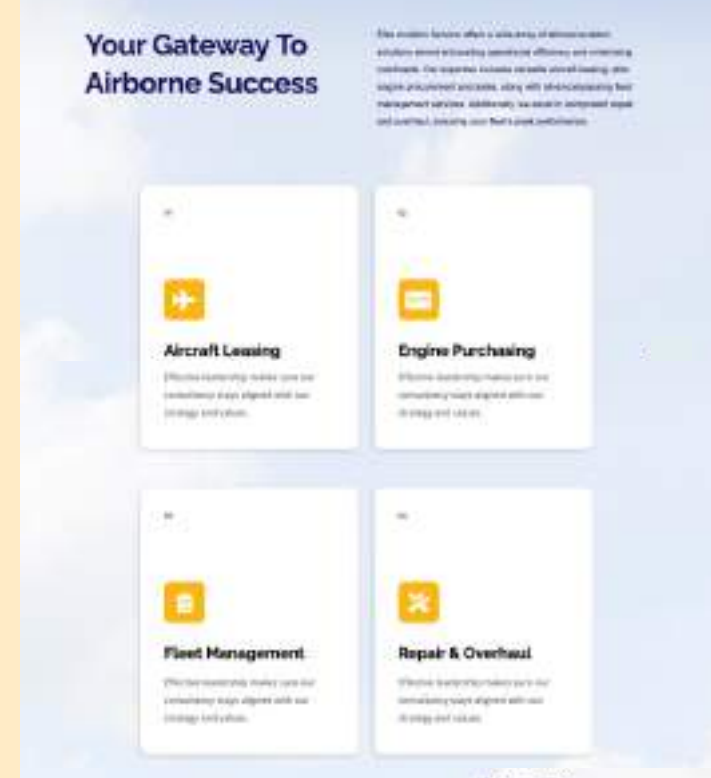
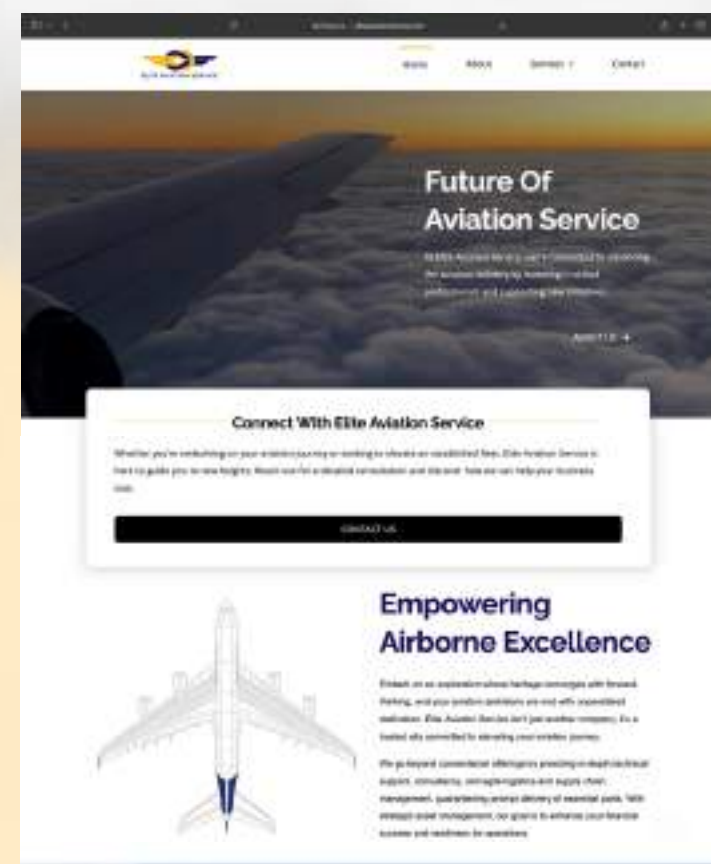


# Elite Aviation Services



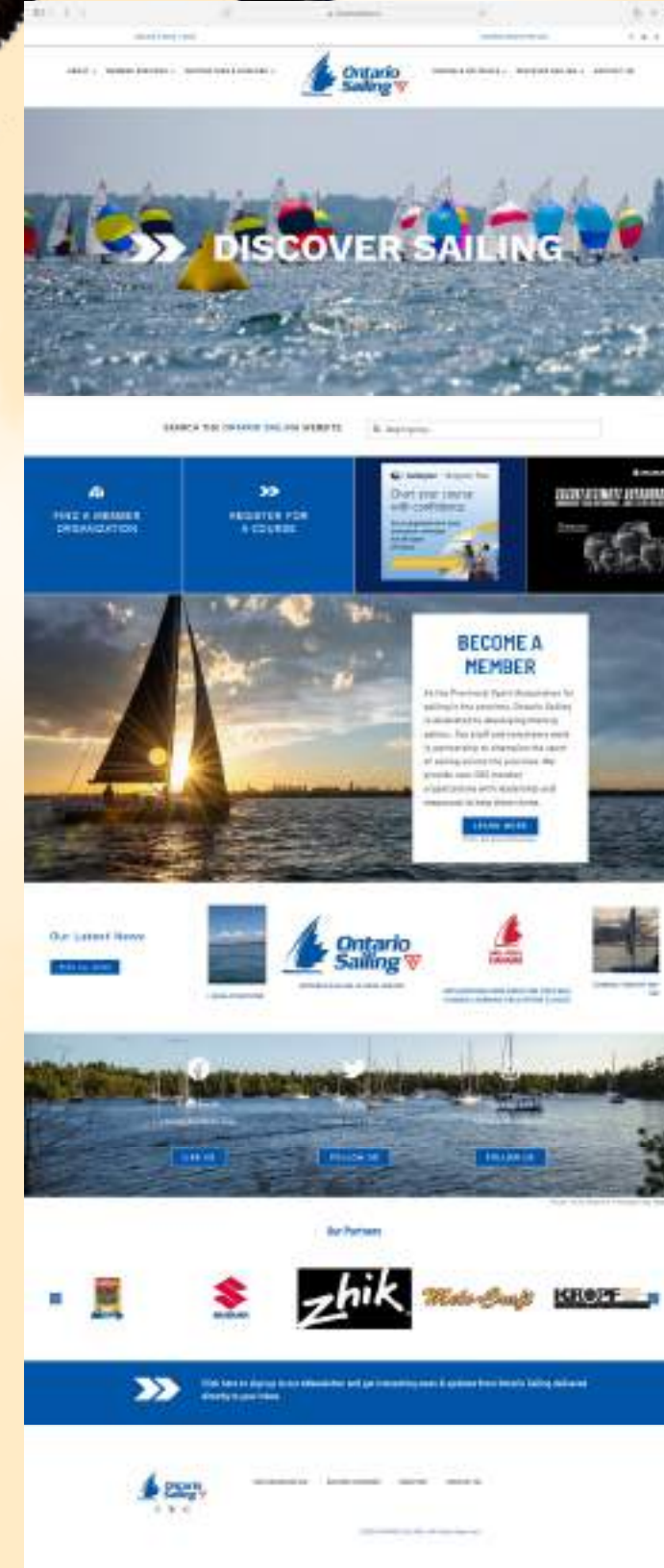
Elite Aviation Service, a Jordan-based startup, addresses aviation needs in Europe and North America, offering services like aircraft repairs, leasing, and fleet management. The client sought a simple multi-page website to inform potential customers about their services and establish market credibility.

The website experienced over 100 visitors in its first month, even without any marketing efforts. Notably, 15% of these visitors were drawn organically through on-page SEO.



# 12

## Ontario Sailing

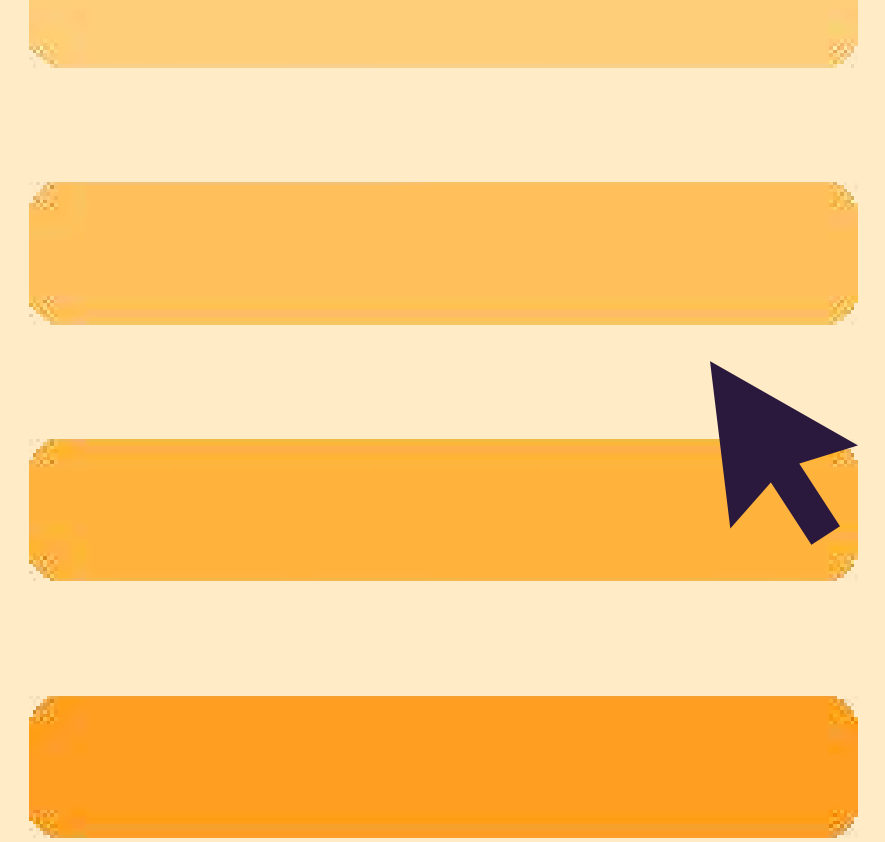


Ontario Sailing is a non-profit supporting Ontario's sailing community with training, certification, and athlete development. They needed a user-friendly website to enhance their online presence and transmit information about latest news & events.

Smashing Pixels worked closely with the Ontario Sailing team to design the site they requested. This included UX enhancements and custom imagery through the website, as well as a directory for quick navigation by users. Now, Ontario Sailing can continue championing the sport of sailing, helping fellow sailors flourish and grow within the sport.

Proficient

# Software

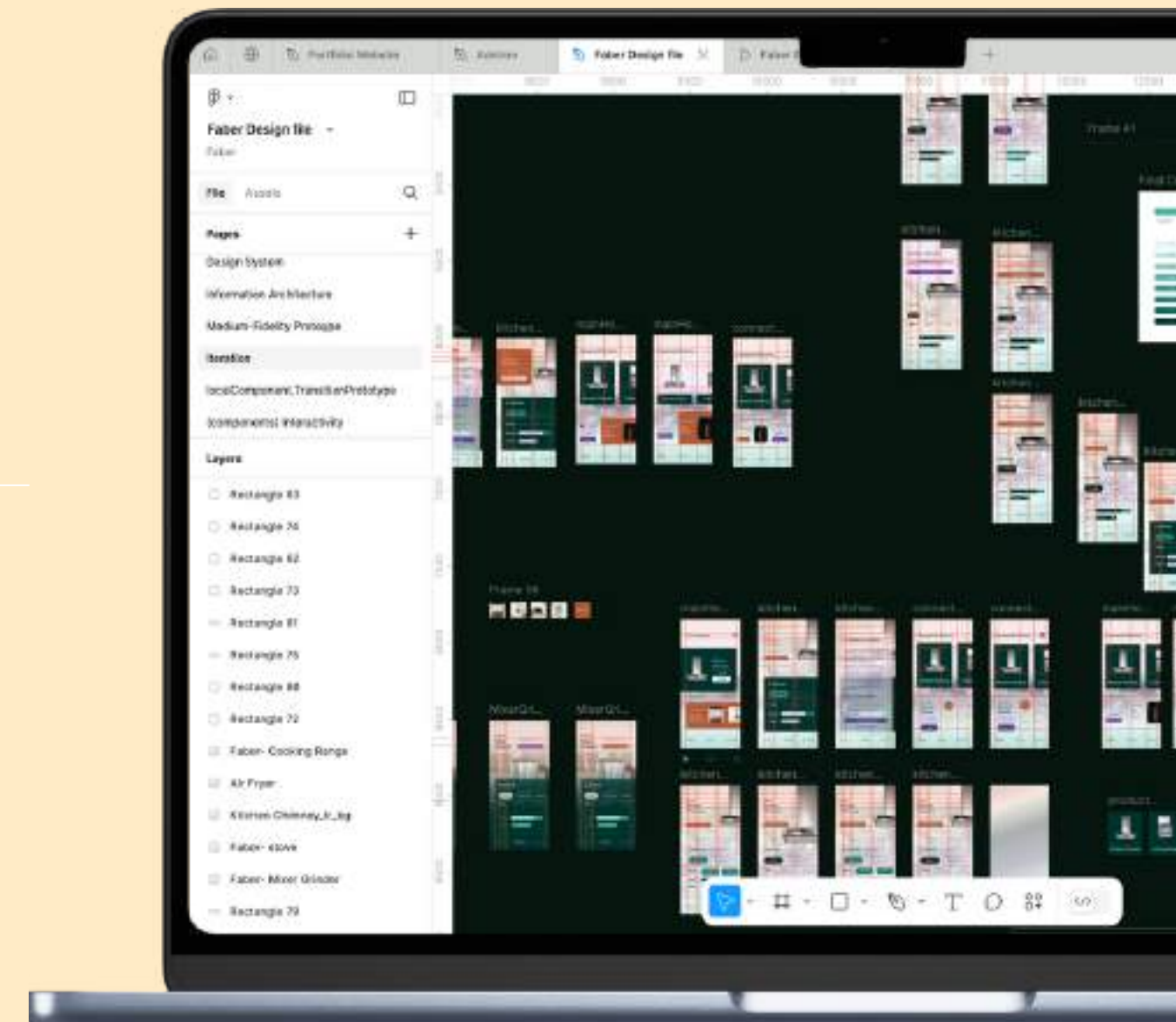


\* *Figma*  
Mockups

I create detailed mockups in Figma, leveraging design systems and a tokenized approach. Skilled in animations, wireframing, and building high-fidelity prototypes for seamless, scalable designs.

\* *Adobe*  
Graphics

I'm proficient in Illustrator, Photoshop, and InDesign for vector iconography, image editing, and print-ready documents. I also have basic After Effects skills for animations, video trimming, stitching, and transitions.

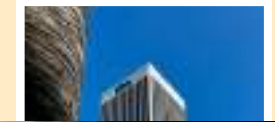


\* *Photography*  
Architecture

I often find myself captivated by the beauty of both natural and manmade structures and landmarks. To capture the serenity in a photo has become my latest hobby particularly on day trips and short vacation. This allows me to explore formula behind human definition of aesthetics. In the process I learn about composition, rules and ratios subject portrayal etc. keeping my creativity alive.

\* *Paintings*  
Portraits


I have created over 50 artworks 20 of which have been publicly exhibited. I have tried my hand in variety of art forms such as paintings on canvas, pottery, sculpting etc. Recently, portraits painted during Post Impressionism, a French art movement, has piqued my interest.



# Inspiration

- Aesthetics
- Biographies
- Business Movies
- Global Politics
- Philosophy
- Tech History
- Gaming News

# Let's Work Together

 +1 519-754-7587

 [www.sanskargupta.com](http://www.sanskargupta.com)

 [gupta.skar@gmail.com](mailto:gupta.skar@gmail.com)



I am more than what  
meets the eye. The best  
way to assess my  
candidature for a job is to  
talk just like the old times