Twisha Patel

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I am an MSIS (UX specialization) student at the University of Texas at Austin, driven to create and design impactful digital experiences. I have one year of work experience in UX, where I created **design systems** from scratch, conducted **UX research**, and designed **high fidelity prototypes**. This gave me hands-on experience with software like **Figma** and **Framer**. I love learning new things and I am looking for internship opportunities to gain more experience and knowledge.

EDUCATION

University of Texas at Austin   **2024 - 2026**
Master of Science in Information Studies (Human-Computer Interaction Track)
Courses**:** Perspectives on Information | Interaction Design **|** Accessible User Experience

Gujarat Technological University, India
Bachelor of Engineering in Computer Science Engineering   **2018 - 2022**

PROFESSIONAL EXPERIENCE

Associate Product Designer (UX) -Full-time   **June 2022 – June 2023**
Trinkerr Fintech | [Project Link](#) | [*Consumer Centric*]   Bangalore, India
- Led the development of a robust design system, standardizing design elements across the platform to enhance usability and accessibility. This initiative drove a **32% increase in user engagement**, particularly among users with limited trading experience.
- Conducted comprehensive user research to identify key pain points and user needs for Trinkerr's web app redesign, resulting in a responsive, user-centric design that **boosted retention rates by 56%.**
- Played a key role in introducing new features, such as the watchlist page, Option Chain, F&O trading, **improving the platform's functionality and expanding its user base by 20%.**
- Established and enforced design system guidelines, driving a **40% reduction in design inconsistencies**, and significantly streamlining the product development process across the platform.

UX Design Intern   **August 2021 – November 2021**
Rupeek | [*Consumer Centric*]   Bangalore, India
- I played a key role in **designing the Gravity design system**, contributing from its early stages. This experience provided me with deep insights and hands-on expertise in building a robust design system from the ground up.
- Led the redesign of user-centered UI and wireframes for a mobile app revamp project, ensuring a seamless and intuitive user experience
- Led **user research** to identify key pain points in user trust when purchasing gold loans online. Spearheaded the redesign to address these concerns by implementing enhanced privacy features and creating a transparent, upfront progress tracking section, significantly improving user confidence and experience. This resulted in **37% increase of user satisfaction rates**.

UX Design Intern   **December 2020 – March 2021**
Azent Overseas Education / [Project Link](#) | [*Enterprise Centric*]   Mumbai, India
- Led the **design of user flows**, **wireframes**, and **high-fidelity prototypes** for a key feature on the partner website. Additionally, implemented critical improvements to the Information Architecture, enhancing overall usability and navigation.
- Designed the expense calculator feature from the ground up for the student website targeting students planning to study abroad.
- Successfully implemented user feedback, resulting in a **3x reduction** in errors and significantly boosting task completion rates.
- Conducted **user interviews** to gain insights and further refined the design.

PROJECTS

You Matter- Self Care and Productivity App- [Project Link](#)
The "You Matter" project explores how individuals approach self-care and the challenges they face. It's a mental health app featuring a virtual pet that represents the user's well-being. Users' complete self-care tasks to keep their pet healthy, encouraging consistency and personal growth through an interactive, motivating approach.

Re-imagining How We Consume Educational Content on YouTube- [Project Link](#)
The project focuses on the user experience YouTube is providing for educational purposes, and trying to combine the features from other educational platforms with YouTube Learning.

SKILLS

User Research: Interviews, Usability, Heuristic Evaluation, Persona Development, Competitive Analysis, A/B Testing
Design: UI/UX Design, Interaction Design, Design Thinking, Visual Design, Design Systems
Prototyping: Wireframing, Rapid Prototyping, Webflow, Figma, Framer, Adobe Creative Suite
Developing: C/C++, Java, HTML, CSS, JavaScript
Product Strategy: Product Management, Agile Methodologies, Scrum, Lean Methodologies, Figjam, Jira, Lean Thinking
Soft Skills: Articulative, Analytical Thinker, A11y, Inclusive Design, Solution Seeker, Empathetic, Rapid Adapter