PRIYANKA PATEL

UX/UI DESIGNER

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PROFESSIONAL SUMMARY

- I've been a Designer and Developer with over 7 **years** of **professional** and 5 **years** of **interactive user experience** in creating **engaging** and **user-centered** interfaces
- Proven expertise in **analyzing** user requirements, leading **usability testing**, & delivering exceptional design concepts

WORK EXPERIENCE

Aug 2023 - Present

UI/UX DESIGNER & RESEARCHER | VELOSATY (SPORTS EXCITEMENT)
New York (Remote)

- **Improved Cross-Functional Communication:** Identified communication and consistency issues and proposed solutions by establishing and maintaining cross-functional communication channels. Weekly meetings to foster synergy among design, development, product, and marketing teams, enhancing project efficiency and collaboration by 50%.
- **Enhanced Design System Consistency:** Improved design system consistency across platforms and increased design team efficiency by 30% through thorough documentation for streamlined development handoffs.
- **Collaborative Design Workshops:** Spearheaded a collaborative design process by facilitating workshops to brainstorm and refine design solutions. This led to the redesign of multiple landing pages, ensuring alignment with business goals and user needs.
- **User-Centric Design:** Championed user-centric design by conducting user research with student-athletes to identify pain points, which informed design decisions and improved the overall user experience.

May 2023 - Jan 2024

UI/UX DESIGNER | SONNY (SPORTS EXCITEMENT)
New York (Remote)

- **Collaborated with Cross-Functional Teams:** Worked closely with developers, product managers, and stakeholders to design and develop user-centric e-commerce solutions (for **ShopOnlineNewYork.com**).
- **Designed Buyer and Seller Interfaces:** Created comprehensive wireframes, interactive prototypes, and high-fidelity designs to effectively communicate design concepts for both buyer and seller interfaces.
- **Enhanced User Flows and Interactions:** Optimized user journeys and interactions to improve the overall shopping experience, resulting in increased user satisfaction and higher conversion rates.
- **Maintained Design Consistency:** Ensured a seamless and coherent design across all digital touchpoints, including responsive desktop and mobile interfaces.

Jan 2021 - May 2023

FRONT END DEVELOPER & DESIGNER | BROADRIDGE FINANCIAL SOLUTIONS
Newark, NJ (Remote)

- **Development and Collaboration:** Worked closely with product managers, engineers, and stakeholders to gather requirements and develop innovative, user-centered design solutions for both desktop and mobile platforms, ensuring accessibility compliance and cross-browser compatibility.
- **Integration and Optimization:** Integrated real-time data visualization tools and developed an efficient order management system, optimizing performance for fast load times and seamless user experiences.
- **Research and Analysis:** Conducted extensive research on UI libraries and frameworks, assessing their strengths and weaknesses to inform decision-making during the planning and execution phases.
- **Testing and Documentation:** Documented pain points, proposed solutions, and presented findings to stakeholders, while rigorously testing the platform to ensure functionality and performance across different environments.

SKILLS

DESIGN & RESEARCH

// Sketching
// Wireframing and Prototyping
// Website design
// Mock ups
// Human Computer Interaction
// User-Centered Design
// User Interface design
// Mobile design
// Design Strategy
// Accessible design
// Informational architecture
// Design system
// User Research and Feedback
// Usability testing
// Mobile and Desktop Design
// Surveying

SOFT SKILLS

// Communication
// Cross-Functional Collaboration
// Analytics
// Problem-Solving
// Client interviewing
// Attention to detail
// Organization
// Integration

SOFTWARE

// Figma // Adobe creative suite // Zeplin
// Google and Microsoft Suite // GitLab
// Bitbucket // VS code // Jira // Miro

TECHNICAL

HTML // CSS // JavaScript // React

PORTFOLIO LINKS

PORTFOLIO:
https://priyankaapatelgit.github.io/portfolio/

BEHANCE:
https://www.behance.net/priyanka_createweb

DRIBBBLE:
https://dribbble.com/Priyanka_createweb

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WORK EXPERIENCE

Jun 2017 - Dec 2020

UI/UX DESIGNER | WORK AS FREELANCER
USA & India

- **Designed Engaging User Experiences:** Successfully conceptualized, prototyped, and launched new products, aligning with strategic product design objectives and business goals.
- **User-Centric Approach:** Integrated user feedback and business requirements into ongoing product updates, driving continuous improvement and enhancing user satisfaction.
- **Influential Design Advocacy:** Championed design-centered changes, refinements, and improvements, influencing product design prioritization to ensure optimal user experiences.
- **Mobile Compatibility Expertise:** Redesigned websites to be mobile-compatible, enabling businesses to reach and engage with a wider audience across various devices.

Jan 2016 - May 2017

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.
Gujarat, India

- **Strategic Design Leadership:** Spearheaded the revitalization of existing websites and creation of new ones, driving business profitability through innovative design solutions.
- **Efficient Project Management:** Managed design workflow, processes, and project timelines, ensuring tasks were prioritized and deadlines met.
- **Thorough Design Analysis:** Conducted comprehensive competitive analyses, developed mockups, wireframes, and user flows to inform strategic design decisions and optimizations.

Mar 2014 - Dec 2015

MATERNITY CAREER BREAK

- I took a planned career break to focus on family and the birth of my child
- While not directly engaged in professional roles, I continued to cultivate and enhance valuable skills such as time management, adaptability, and problem-solving

Mar 2012 - Feb 2014

WEB DESIGNER | DIGITAL XPRESSIONS
Pune, India

- **Conceptualization and Design:** Conducted comprehensive competitive analyses, crafted mockups, and wireframes using Photoshop to visualize initial concepts.
- **Collaborative Development:** Collaborated cross-functionally with marketing, SEO specialists, and content writers to develop landing pages, collections, and email ads, ensuring seamless communication.
- **Front-End Development:** Translated mockups into user-friendly, cross-browser-compatible, and optimized websites using HTML5/CSS3.
- **Innovative Website Design:** Designed innovative website layouts that balanced aesthetic appeal with user-friendly functionality, maintaining a seamless user experience.

Aug 2010 - Nov 2011

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.
Gujarat, India

- **User-Centric Interface Design:** Specialized in crafting user-friendly interfaces that prioritize ease of navigation, ensuring an intuitive browsing experience.
- **Interaction Flow Development:** Translated high-level requirements into detailed interaction flows and artifacts, facilitating the seamless navigation of websites.

EDUCATION

Google UX Design (Certification)
Coursera - 2022

Post Graduation Diploma in Multimedia
(Explorra school of design) - DEC 2011

Master of Computer Application
(Gujarat University, India) - JUN 2010

B.S. in Microbiology
(Gujarat University, India) - JUN 2007