

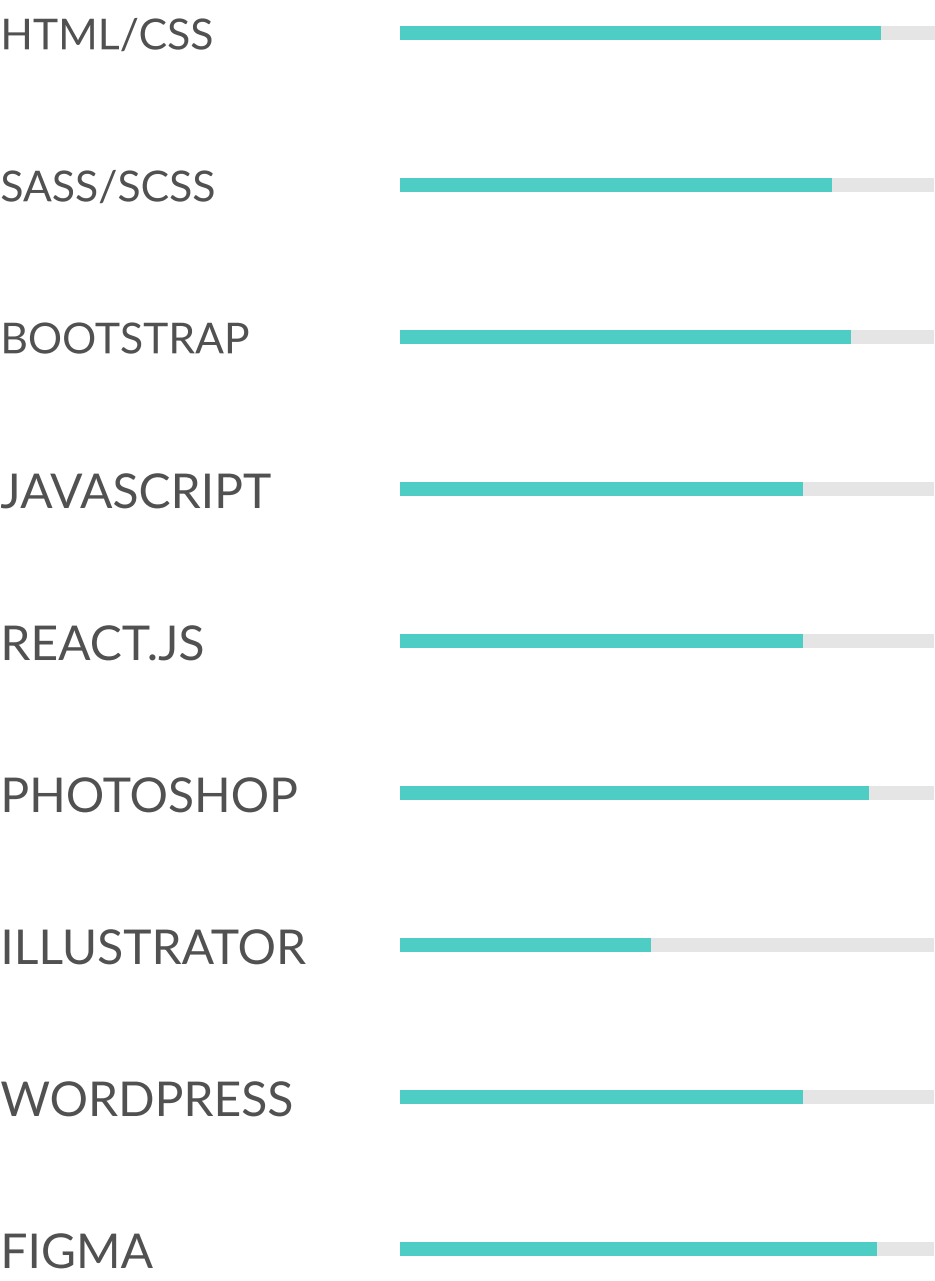
# PRIYANKA PATEL

UI/UX DESIGNER & DEVELOPER

## CONTACT

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## SKILLS



## TOOLS

- FIGMA | PHOTOSHOP | ILLUSTRATOR
- VS CODE | DREAMWEAVER | WEBSTROM
- GITHUB | BITBUCKET

## PORTFOLIO LINKS

- UX/UI CASE STUDY:  
<https://www.behance.net/gallery/127478445/Power-Punch-UXUI-Case-Study>
- BEHANCE:  
[https://www.behance.net/priyanka\\_createweb](https://www.behance.net/priyanka_createweb)
- PORTFOLIO:  
<https://priyankaa-patel.github.io/portfolio/>
- DRIBBBLE:  
[https://dribbble.com/Priyanka\\_createweb](https://dribbble.com/Priyanka_createweb)

## EDUCATION

- Master of Computer Technology  
(Gujarat University,India) - 2010
- Bachelor of Science  
(Gujarat University, India) - 2007

## PROFESSIONAL SUMMARY

- I have 6+ years of professional experience as a **Designer and Developer**.
- I started my career as a **Web designer** and later on worked as **UI/UX designer**. Currently, I am working as **Front End Developer**. I have both designer and developer experience and that makes me understand both sides' needs.
- Create a mockup in **Figma/Photoshop** and convert it into a user-friendly **HTML/CSS** based website. Also, have hands-on experience in **SCSS/SASS, BootStrap**.
- Design and build first-of-kind user interfaces and experiences that engage and inspire our passionate community of supporters and meet the functional needs of our customers and partners.
- Create **wireframes, user flows, process flows** and **site maps** to effectivelycommunicate interaction and design ideas.
- Conduct user research and evaluate user feedback.
- Experience in **Git**Hub**, Bitbucket, Redux, Jira, APIs, and AJAX**.

## WORK EXPERIENCE

### JAN 2021 - TILL NOW (FRONT END DEVELOPER)

Broadridge Financial Solutions

USA

- In Broadridge, I worked on several projects as a front-end developer.
- The “**Post Trade UI**” is one of them. In that, I worked on the **Foreign exchange order** part. Where can users buy and sell their stocks in different currencies with a limit or market prices.
- I have done **collaborative** work with designers, developers, business analysts, Product manager and product owner.
- We used our **design system** to make component libraries for our project.
- We used **TypeScript, React, Styled Components, HTML, CSS** for coding, and **Bitbucket** for version control.
- Also worked on another project is **UI Redesign** Project originated from a need to move Broadridge towards a 1 **Common UI Framework**.
- We **research** and study different UI frame works across the company and gather the data which will help to take further decision to make 1 common UI framework.

### JUN 2017 - DEC 2020 (UI/UX DESIGNER & DEVELOPER)

Work As Freelancer

USA & India

- As a freelancer I worked on **UI/UX design** and development project.
- One of my project called “Power Punch”. It’s **online juice store** where you csn purchase your fresh juice online and they will delivered to your door steps.
- For that project I follow the design process of **Discover, Define, Ideate, Design** and **Testing**.
- Also worked on development project in that built reusable parts (Notification icon, Button, tooltip, dropdown, accordion) and front-end libraries utilizing **React.JS** for future use.

### JAN 2016 - MAY 2017 (WEB DESIGNER & DEVELOPER)

Cactus Creatives Pvt.Ltd.

Gujarat, India

- Create designs for clean, user-friendly, responsive, data-driven web sites in **Adobe Photoshop**. Design work will include detailed mockups, wireframes, user flows, and mood boards
- Create front-end code that meets design specifications. Write **HTML & CSS** suitable for dynamic web sites, working in and around developer code. Work with, and occasionally code in, **JavaScript**
- Use **BootStrap, SVG** files on the website
- Develop responsive pages and templates for use in a **WordPress** development environment
- Maintain design workflow, processes, and project management establishing priorities and meeting deadlines

### MAR 2012 - FEB 2014 (WEB DESIGNER)

Digital Xpressions

Pune, India

- Work with marketing, SEO specialist, and content writer.
- Create initial concept mockups and wireframes in **Photoshop**
- Convert mockup user-friendly, cross-browser compatible, and optimized web sites in **HTML5/CSS3**
- Translate mockups and wireframes into fully-featured production screens
- Slice and **Optimize** designs for the web
- Create landing pages, coming soon, newsletters, banners, and email templates in Photoshop
- Create web and mobile-based websites

### AUG 2010 - NOV 2011 (WEB DESIGNER)

Cactus Studio

Gujarat, India

- Create mockup with the use of **Photoshop**
- Translate designs into standards-based **HTML/CSS2**
- Work on **CMS** like **WordPress** website
- Create promotional assets, banners, email templates