

PORTFOLIO LINKS

<b>Portfolio: (Password: Innovator)</b> <a href="#">priyankaapatelgit.github.io/portfolio/</a>	<b>LinkedIn</b> <a href="#">in/priyankaapatelddesigner</a>	<b>Behance</b> <a href="#">behance link</a>	<b>Dribbble:</b> <a href="#">dribbble link</a>
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PROFESSIONAL SUMMARY

UX/UI Designer with 5+ years of experience crafting intuitive, user-centered designs and solving complex challenges. Backed by 9 years in web design and front-end development, I leverage Figma, design systems, and GenAI tools and excel at cross-functional collaboration to craft seamless, high-impact digital experiences that drive business success and user satisfaction.

EXPERIENCE

**UI/UX Designer & Researcher** — Velosaty (Sports Excitement)

August 2023 - Present

Remote | New York, NY

- Cross-Functional Collaboration: Fostered communication across teams, improving project efficiency and collaboration by 50%.
- Design System Consistency: Led and enhanced the design system, boosting team efficiency by 30% with streamlined handoff processes.
- User Research & Testing: Gathered insights from student-athletes to inform design decisions and enhance user experience.
- Design Thinking: Spearheaded brainstorming sessions to refine solutions, achieving impactful redesigns aligned with business goals.

**UI/UX Designer** — SONNY (Sports Excitement)

May 2023 - January 2024

Remote | New York, NY

- Designed Buyer & Seller Interfaces: Developed wireframes, interactive prototypes, and high-fidelity designs to clearly communicate concepts for both user types.
- Enhanced User Flows: Optimized journeys and interactions to improve the shopping experience and boost user satisfaction.

**Front end developer & Designer** — Broadridge Financial Solutions

January 2021 - May 2023

Remote | Newark, NJ

- High-Impact Design: Partnered with cross-functional teams to create user-focused solutions for desktop and mobile, ensuring accessibility.
- User Research & Analysis: Researched UI libraries and frameworks to assess strengths and guide strategic design decisions.

**UI/UX Designer** — Work as Freelancer

June 2017 - December 2020

Remote | US & India

- End-to-End Product Design: Concepted, prototyped, and launched user-centered products, driving improvements from feedback.
- Client Collaboration: Worked closely with clients to translate business requirements into intuitive, accessible designs.



EXPERIENCE

- Web Designer — Cactus Creatives Pvt.Ltd.

January 2016 - May 2017

In-person | Gujarat, India

- Strategic Design & Optimization: Drove profitability through website revamps and new designs, informed by competitive analysis, wireframes, mockups, and optimized user flows.
- Maternity Career Break

March 2014 - December 2015

- Career break focused on family, enhancing time management and problem-solving skills.
- Web Designer — Digital Xpressions

March 2012 - February 2014

In-person | Pune, India

- User-Centric Web Design: Designed and developed responsive websites, translating business goals into optimized user experiences via competitive analysis, mockups, and HTML5/CSS3.
- Web Designer — Cactus Creatives Pvt.Ltd.

August 2010 - November 2011

In-person | Gujarat, India

- Intuitive Interface Design: Designed intuitive interfaces for seamless navigation and a smooth user experience.

SKILLS

- Design

Prototyping • Wireframing • User Flows • High-Fidelity Visuals • Information Architecture • Design System • Web Accessibility • WCAG 2.0 • Interaction Design • Responsive Design • App Design
- Research

Usability Testing • User Research • User Personas • Data Visualization • A/B Testing • Journey Mapping • Site User Flows • User Interview • Data Analysis • Qualitative Research • Quantitative Research
- Soft skills

Cross-functional Collaboration • Design Strategy • Problem-Solving
- Software

Figma • FigJam • Adobe XD • Google Workspace • Maze • Miro • Microsoft Office • Google Analytics • Adobe Photoshop • Adobe Illustrator • Lucidchart • ChatGPT • Gemini (AI Tools) • Framer • ZeroHeight • SurveyMonkey
- Collaboration Tools

Jira • Trello • Notion • Confluence • Microsoft Teams • Slack • Zoom • GitLab • Bitbucket
- Development Knowledge

HTML • CSS • JavaScript • React

EDUCATION

- P.G. Diploma in Multimedia (Explorra school of design) - 2011
- Master of Computer Application (Gujarat University, India) - 2010
- B.S. in Microbiology (Gujarat University, India) - 2007

CERTIFICATIONS

- Accessibility IxDF - 2025 • AI for Designer IxDF - 2024 • Google UX Design Coursera - 2022

