

PRIYANKA PATEL

UX/UI DESIGNER

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Sunnyvale, California

in /priyankaapateldesigner



PROFESSIONAL SUMMARY

- Highly skilled UI/UX Designer and Developer with over **6 years** of **professional** and **4 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

May 2023 - Present

UI/UX DESIGNER | SPORTS EXCITEMENT

New York (Remote)

- Contributed** to design projects by creating **wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes** to communicate user experiences at various design stages.
- Collaborated** with **cross-functional teams** to define and implement **design solutions** that met technical constraints and limitations.
- Assisted in **user research** activities to gather **insights** and validate **design decisions**, ensuring a user-centric approach to product development.

Jan 2021 - May 2023

FRONT END DEVELOPER & DESIGNER | BROADRIDGE FINANCIAL SOLUTIONS

Newark, NJ (Remote)

- Managed design projects within a complex, **cross-functional organization**, resulting in enhanced user experiences and **increased user satisfaction**
- Collaborated** closely with **product managers, engineers, and stakeholders** to understand requirements and develop creative, **user-centered** design solutions
- Demonstrated **problem-solving skills** & technical acumen by designing for platforms such as **desktop & mobile**

Jun 2017 - Dec 2020

UI/UX DESIGNER | WORK AS FREELANCER

USA & India

- Successfully **ideated, prototyped, and launched** new products from scratch, aligning with product design strategy and business goals
- Integrated **user feedback** and business requirements into ongoing **product experience updates**, resulting in continuous improvement of features
- Advocated** for **design-centered changes**, refinements, and improvements, effectively influencing product design **prioritization**

Jan 2016 - May 2017

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Specialize in creating new websites and revamping existing ones to help businesses **increase their profits**
- Ensure consistency throughout the platform by **documenting** use cases and **UI elements**
- Design work includes conducting detailed **competitive analysis, creating mockups, wireframes, and user flows**
- Also, establish and promote best design practices and standards for the rest of the design team to follow, ensuring a **cohesive design** throughout the website
- Manage** the design **workflow, processes, and project management, setting priorities and meeting deadlines**

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

- Generated initial concept competitive **analyses, mockups, and wireframes** using **Photoshop**
- Additionally, developed landing pages, collections, and email ads **Collaborated** with **marketing, SEO specialists, and content writers** to ensure effective communication
- Using **HTML5/CSS3**, I converted mockups into user-friendly, cross-browser-compatible, & optimized websites
- Drafted innovative designs that maximized the aesthetic appearance of websites while still maintaining key **user-friendly elements**

Aug 2010 - Nov 2011

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Specialize in designing **user-friendly** interfaces that are easy to navigate
- Translate high-level requirements into necessary **interaction flows and artifacts**



SKILLS

DESIGN & RESEARCH

// Sketching
// Wireframing and Prototyping Tools
// Product Ideation and Prototyping
// 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



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