



### PROFESSIONAL SUMMARY

- **UX/UI Designer** with over 5 years of experience crafting engaging, user-centered interfaces and solving complex design challenges, backed by 7 years of overall professional experience.
- Proficient in **Figma** and various design systems, with a proven track record of delivering impactful, end-to-end design solutions across diverse industries.
- Adept at working cross-functionally with teams to ship high-quality, user-friendly products that align with business goals and enhance user satisfaction.



### WORK EXPERIENCE

Aug 2023 - Present

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

- **Cross-Functional Collaboration:** Established and maintained effective communication between design, development, and product teams, leading to improved project efficiency and collaboration by 50%.
- **Design System Consistency:** Enhanced design system consistency, increasing design team efficiency by 30% through streamlined handoff processes.
- **User Research & Testing:** Conducted user research with student-athletes to gather insights, directly informing design decisions and improving overall user experience.
- **Design Thinking Workshops:** Spearheaded workshops for brainstorming and refining design solutions, resulting in successful landing page redesigns aligned with business goals.

May 2023 - Jan 2024

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

- **Cross-Functional Collaboration:** Partnered with developers, product managers, and stakeholders to create user-focused e-commerce solutions for ShopOnlineNewYork.com.
- **Interface Design:** Developed wireframes, prototypes, and high-fidelity designs for buyer and seller interfaces.
- **User Experience Optimization:** Enhanced user flows and interactions, boosting satisfaction and conversion rates.
- **Consistency in Design:** Maintained cohesive design across responsive desktop and mobile interfaces.

Jan 2021 - May 2023

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

- **User-Centered Design:** Partnered with product managers and engineers to develop accessible solutions for desktop and mobile.
- **Real-Time Data Integration:** Enhanced UI performance through optimized, data-driven designs.
- **User Research & Documentation:** Conducted extensive research to assess UI libraries and frameworks, contributing to strategic design decisions.
- **Research and Analysis:** Conducted in-depth evaluations of UI libraries and frameworks to inform strategic decisions throughout planning and execution phases.



### PORTFOLIO LINKS

PORTFOLIO: **(Password: Innovator)**  
<https://priyankaapatelgit.github.io/portfolio/>

BEHANCE:  
[https://www.behance.net/priyanka\\_createweb](https://www.behance.net/priyanka_createweb)

DRIBBBLE:  
[https://dribbble.com/Priyanka\\_createweb](https://dribbble.com/Priyanka_createweb)



### CERTIFICATIONS

AI for Designers  
IxDF - 2024

Google UX Design  
Coursera - 2022



### 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



### SKILLS

#### DESIGN TOOLS

// Figma

// Adobe Creative Suite

// Miro

// Zeplin

#### SOFT SKILLS

// Cross-Functional Collaboration

// Client Communication

// Design Strategy

// Problem-Solving

#### DESIGN METHODS

// Prototyping

// Wireframing

// User Flows

// High-Fidelity Visuals

WORK EXPERIENCE

UI/UX DESIGNER | WORK AS FREELANCER

USA & India

- **End-to-End Product Design:** Conceptualized, prototyped, and launched user-centered products, delivering consistent design improvements based on user feedback.
- **Mobile-First Design:** Redesigned websites with a mobile-first approach, enabling wider reach across devices and improving user engagement.
- **Client Collaboration:** Worked closely with clients to translate business requirements into intuitive, accessible designs.

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- **Strategic Design Leadership:** Led website revamps and new builds, enhancing profitability with innovative design.
- **Efficient Project Management:** Oversaw design workflows and timelines to meet priorities and deadlines.
- **Thorough Design Analysis:** Performed competitive analyses, creating mockups, wireframes, and user flows to guide design strategy.

MATERNITY CAREER BREAK

- I took a planned career break to focus on family and the birth of my child
- During this time, I continued to develop valuable skills like time management, adaptability, and problem-solving.

WEB DESIGNER | DIGITAL XPRESSIONS

Pune, India

- **Conceptualization & Design:** Conducted competitive analyses, created mockups, and wireframes in Photoshop for effective concept visualization.
- **Collaborative Development:** Partnered with marketing, SEO, and content teams to create landing pages, collections, and email ads with clear alignment.
- **Front-End Development:** Built responsive, cross-browser-compatible websites with HTML5/CSS3 focused on user experience.

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

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

SKILLS

COLLABORATION TOOLS

- // Jira
- // GitLab
- // Bitbucket
- // VS Code

DESIGN SYSTEMS

- // Accessible Design
- // Mobile & Desktop Design
- // Information Architecture

DEVELOPMENT KNOWLEDGE

- // HTML
- // CSS
- // JavaScript
- // React