PRIYANKA PATEL

UX/UI DESIGNER

📱 +1-669-204-5364 ✉ priyanka.createweb@gmail.com 📍 Sunnyvale, California in in/priyankaapateldesigner

PROFESSIONAL SUMMARY

- **6+ years** of **professional** experience as a designer and developer. **3+ years** of interactive **user experience** with a prolific record in analyzing and identifying user requirements to steer interface design
- Design and build first-of-kind user interfaces and experiences that engage and motivate our passionate community of supporters and meet the **functional needs** of our clients
- Proficient in **enhancing user experience** by creatively developing new **design concepts**. Practiced at leading **usability testing** and evaluating prior user engagements to maintain design and interface
- Results-driven and **detail-oriented** User Interface Designer with expertise in **website and mobile applications**

WORK EXPERIENCE

Jan 2021 - Present

FRONT END DEVELOPER & DESIGNER | BROADRIDGE FINANCIAL SOLUTIONS

Newark, NJ (Remote)

- Facilitated **collaboration and consistency** across teams by working closely with product managers, designers, and engineers to build a fully functional stock market foreign exchange order dashboard experience
- Be part of a **research** team to conduct research to create one common UI to make all products consistent across Broadridge
- As a **designer**, be part of the design team and work **collaboratively** to make **design decisions** and create **mockups** and **prototypes**.

Jun 2017 - Dec 2020

UI/UX DESIGNER | WORK AS FREELANCER

USA & India

- Conduction **user research** to identify problems & opportunities to make a consumer-based **responsive** website.
- Improve the end-to-end experience of websites by conducting **usability reviews**, identifying **UX issues**, and proposing **design recommendations**
- **Optimizing** experiences by incorporating **user insights** and business requirements

Jan 2016 - May 2017

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Creating new **websites**, redesigning existing ones, and helping **increase business by 55%**
- Ensure platform-wide consistency through documentation of **use cases** and UI elements
- Design work will include detailed **competitive analysis, mockups, wireframes, and user flows**
- Established and promoted best design practices and standards for others on the design team to follow in order to achieve a **cohesive design** throughout the website
- Maintain design **workflow**, **processes**, and project management establishing priorities and meeting deadlines

Mar 2012 - Feb 2014

WEB DESIGNER | DIGITAL XPRESSIONS

Pune, India

- Create initial concep**t competitive analysis, mockups**, and **wireframes** in Photoshop
- Developed landing pages, collections, and email ads: generated an **18% open rate** per day
- Work with marketing, SEO specialist, and content writer
- Convert mockup **user-friendly**, cross-browser compatible, and **optimized** websites in HTML5/CSS3
- Translate **mockups** and **wireframes** into fully-featured optimized production screens
- Drafted innovative designs for the purpose of maximizing the aesthetic appearance of websites while still maintaining key **user-friendly** elements

Aug 2010 - Nov 2011

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Designer component at creating **user-friendly** interfaces with an easily navigable design
- Translates high-level requirements into necessary **interaction flows** and artifacts
- Specializes in creating **clean, artful designs** that are both intuitive and functional

SKILLS

DESIGN & RESEARCH

Sketching // Wireframing // Prototyping // Mock-ups // Interaction design // UI design // Mobile design // Web design // Accessible design // Informational architecture // Design system // User research and strategy // Usability testing // Surveying

SOFT SKILLS

Communication // Collaboration // Analytics // Problem Solving // Client interviewing // Attention to detail // Organization

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

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

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