PRIYANKA PATEL
UX/UI DESIGNER

CONTACT

+1-669-204-5364

priyanka.createweb@gmail.com

Sunnyvale, California

in/priyankaapateldesigner

SKILLS

DESIGN

Sketching // Wireframing // Prototyping // Interaction design // UI design // Mobile design // Web design // Accessible design // Informational architecture // Design system

RESEARCH

User research and strategy // Usability testing

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

EDUCATION & CERTIFICATION

Google UX Design
Coursera - AUG 2022

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

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

PROFESSIONAL SUMMARY

- **User experience** designer with **3+ years** of interactive user experience and **6+ years** of **professional** experience.
- 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 clients.
- **Collaborated** with a team of 10-15 people across technology, business, and design departments.
- **Certified** as a Google UX Design Professional with proficiency in user **research, Adobe XD, Figma, Web/Mobile Design, UX/UI design, wireframing, prototyping, and usability testing.**

WORK EXPERIENCE

FRONT END DEVELOPER | BROADRIDGE FINANCIAL SOLUTIONS
Jan 2021 - Present, Newark, NJ (Remote)

- **Collaborative** work with **designers** and **engineers** to build a stock market related foreign exchange order dashboard. Partners with designer, business analyst, and other engineers from all over the US to understand technical requirements and developed a fully functional dashboard experience.
- Be part of a **research** team to conduct research on different front-end projects among the whole organization to find out the most components-rich **library** to create one common UI among the organization.

UI/UX DESIGNER | WORK AS FREELANCER
Jun 2017 - Dec 2020, USA & India

- Conduction user **research** to identify problems & opportunities to make a consumer-based **responsive** website.
- Drafting, **iterating**, and finalizing designs for responsive web
- **Optimizing** experiences by incorporating user **insights** and business requirements

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.
Jan 2016 - May 2017, Gujarat, India

- Creating **new** websites and **redesigning** existing ones to help increase business.
- Create designs for clean, **user-friendly**, **responsive**, data-driven websites in Adobe Photoshop. Design work will include detailed **competitive analysis**, **mockups**, **wireframes**, **user flows**
- Create front-end code that meets design specifications. Write HTML & CSS suitable for dynamic **websites**, working in and around developer code.
- Maintain design workflow, processes, and project management establishing priorities and meeting deadlines

WEB DESIGNER | DIGITAL XPRESSIONS
Mar 2012 - Feb 2014, Pune, India

- Create initial concept **competitive analysis**, **mockups** and **wireframes** in Photoshop
- 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
- Create landing pages, coming soon, newsletters, banners, and email templates in Photoshop
- Create **web** and **mobile**-based websites

WEB DESIGNER | CACTUS CREATIVES PVT.LTD.
Aug 2010 - Nov 2011, Gujarat, India

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

PROJECTS

GOOGLE UX DESIGN CERTIFICATE
Jan 2022 - Aug 2022 (Online)

- Completed a rigorous design for UX designer job readiness.
- 15 modules included topics like **UX research** fundamentals, **Inclusive design**, **low-fidelity**, and high-fidelity **prototypes**, and tools like **Figma** and **Adobe XD**.
- Completed hand-on projects and add developed a portfolio including 3 projects to receive the certificate.