

# PRIYANKA PATEL

## UX/UI DESIGNER

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Tracy, 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](https://www.behance.net/priyanka_createweb)

#### DRIBBBLE:

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