

PRIYANKA PATEL

UX/UI Designer

Tracy, California

+1-669-204-5364

[in/priyankaapateldesigner](#)

priyanka.createweb@gmail.com

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 with **web design** and **front-end development**.
- Proficient in **Figma**, **design systems**, and **GenAI tools**, with a proven ability to deliver **intuitive, end-to-end design solutions** across diverse industries.
- Experienced at collaborating **cross-functionally** to develop high-quality, **user-friendly products** that align with **business objectives** and elevate **user satisfaction**.

EXPERIENCE

UI/UX Designer & Researcher

Velosaty (Sports Excitement) Aug '23 - Present, New York

- **Cross-Functional Collaboration:** Fostered communication across teams, improving project efficiency and collaboration by 50%.
- **Design System Consistency:** Led and enhanced the design system, boosting team efficiency by 30% with streamlined handoff processes.
- **User Research & Testing:** Gathered insights from student-athletes to inform design decisions and enhance user experience.
- **Design Thinking:** Spearheaded brainstorming sessions to refine solutions, achieving impactful redesigns aligned with business goals.

UI/UX Designer

SONNY (Sports Excitement) May '23 - Jan '24, New York

- **Designed Buyer & Seller Interfaces:** Developed wireframes, interactive prototypes, and high-fidelity designs to clearly communicate concepts for both user types.
- **Enhanced User Flows:** Optimized journeys and interactions to improve the shopping experience and boost user satisfaction.

Front end developer & Designer

Broadridge Financial Solutions Jan '21 - May '23, New Jersey

- **High-Impact Design:** Partnered with cross-functional teams to create user-focused solutions for desktop and mobile, ensuring accessibility.
- **User Research & Analysis:** Researched UI libraries and frameworks to assess strengths and guide strategic design decisions.

PORTFOLIO LINKS

Portfolio:
priyankaapatelgit.github.io/portfolio/

Behance:
behance.net/priyanka_createweb

Dribbble:
dribbble.com/Priyanka_createweb

CERTIFICATIONS

AI for Designer
IxDF - 2024

Google UX Design
Coursera - 2022

EDUCATION

P.G. Diploma in Multimedia
(Explorra school of design) - DEC '11
DEC 2011

Master of Computer Application
(Gujarat University, India) - JUN'10

B.S. in Microbiology
(Gujarat University, India) - JUN'07



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EXPERIENCE

UI/UX Designer

Work as Freelancer

Jun'17 - Dec'20, US & India

- **End-to-End Product Design:** Concepted, prototyped, and launched user-centered products, driving improvements from feedback.
- **Client Collaboration:** Worked closely with clients to translate business requirements into intuitive, accessible designs.

Web Designer

Cactus Creatives Pvt.Ltd.

Jan'16 - May'17, India

- **Strategic Design Leadership:** Revamped websites and created new ones, driving profitability through innovative designs.
- **Design Analysis:** Conducted competitive analyses and crafted wireframes, mockups, and user flows to optimize designs.

Maternity Career Break

Mar'14 - Dec'15, India

- I took a career break to focus on family and the birth of my child, while honing skills like time management, adaptability, and problem-solving.

Web Designer

Digital Xpressions

Mar'12 - Feb'14, India

- **Conceptualization and Design:** Conducted competitive analyses and created mockups/wireframes to visualize concepts aligned with business goals.
- **Front-End Development:** Converted mockups into responsive, cross-browser websites using HTML5/CSS3 for optimized user experience.

Web Designer

Cactus Creatives Pvt.Ltd.

Aug'10 - Nov'11, India

- **User-Centric Interface Design:** Crafted intuitive interfaces and interaction flows, ensuring seamless navigation and an optimal browsing experience.

SKILLS

Tools

- Figma
- Adobe Creative Suite
- ChatGPT /Gemini
- Miro
- AI Tools

Soft skills

- Cross-functional Collaboration
- Communication
- Design Strategy
- Problem-Solving

Design Methods

- Prototyping
- Wireframing
- User Flows
- High-Fidelity Visuals
- Information Architecture
- Design System

Collaboration Tools

- Jira
- GitLab
- Bitbucket

Development Knowledge

- HTML
- CSS
- JavaScript
- React