




# AKSHAR PATEL

## PRODUCT DESIGNER

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 patelakshar.com

## WORK EXPERIENCE (2 YEARS)

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STEMpedia, Ahmedabad

### PRODUCT DESIGNER (Spearheaded)

Jan 2023 - Current

- Spearheaded the product.
- Lead on a task of developing Design system for the firm.
- Conducted a rigorous competitive research.
- Designed 4 new features for the product based on research and UT
- Designed new activities that increased the adoption of product by 20%.
- Revamped the UX of product targeting children aged 7-16 to improve their initial interaction with the platform.

Finayo, Delhi

### PRODUCT DESIGNER

May 2022 - Aug 2022

- My role was to build an application from scratch
- Researched and Designed Customer/User journeys
- Reduced the journey to reach the intended goal and other UX aspects
- Designed Hi-Fi dashboard with proper Info. disclosure.

Exlval, Ahmedabad

### SOCIAL MEDIA STRATEGIST

Dec 2021 - Jan2022

- I worked closely with the clients, and graphics team, to provide design solutions to the client's social media portfolio.

IGTR, Ahmedabad

### PRODUCTION ENGINEER

Aug 2017 - Aug 2018

- Worked across internal departments like design and planning worked on conceptualisation to finished product.

## EDUCATION

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NIFT - New Delhi

2021 - 2023

### MASTERS IN DESIGN

BIRLA College - Gujarat

2018 - 2021

### B.TECH (PRODUCTION)

## SKILLS

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User Research

Design Thinking

Usability Testing

UX Design

Wireframing

UI Design

Problem Solving

Systems thinking