




# Bharti Patel


UX Designer with background in Visual & Advertising


## CONTACT

 (510) 221-8063

 bhartip0703@gmail.com

 Fremont, CA

 linkedin.com/in/bharti7

 bhartiux.github.io

## TOOLS

Adobe Creative Suite  
Sketch 3  
InVision  
Axure  
MS Office  
HTML  
CSS  
Oracle Webcenter  
Axure RP 8

## SKILLS

User research  
User personas  
Data synthesis  
Rapid prototype  
Information architecture  
Usability testing  
Wireframes  
Service design  
Visual design

## EDUCATION

**General Assembly**  
San Francisco, CA  
User Experience Design  
Immersive program crafted  
by top practitioners in the field  
-10 weeks Full time  
**Diploma in Commercial Arts**  
Nirmala Niketan, India

## CERTIFICATION

**Academy X - Web Design**  
Santa Clara, CA  
**Learn IT - Computer Graphics**  
San Mateo, CA

## PROFILE

I'm a Designer with a passion for creativity. I believe that simplicity is the ultimate sophistication – that less is more. I have an extensive background in graphic design, web design, and advertising. I bring my experience, passion, and professionalism to any creative task.

## EXPERIENCE

### UX/UI Designer - 12 Digit Marketing

Jun 2017-Oct 2017

- Working with team to improve UI and providing right solution to the interface and, delivering pixel perfect mockups for development.
- Producing mock ups and prototypes while iterating with engineering and product management to meet feature requirements for the existing product
- Working with Client Service Manager with visual designs for Retail/Brand creative campaigns delivering responsive designs.

### UX Designer & Visual Designer- Cisco Systems

Jan 2017-May 2017

- Worked as one of the UX designer & Visual Designer for Cisco VTS (Virtual Topology Systems) product.
- Collaborated with service provider customers like Version and Turk Cell.
- Worked on the Visuals for VTS poster using the personas.
- Produced mock ups and prototypes while iterating with engineering and product management to meet feature requirements for the existing product.

\*\*\* Was preparing for her UX design course during this period Jan 2016 – Mar 2016 \*\*\*

### UX Designer - Incorta

April 2016-May 2016

- 3-weeks worked with Incorta that provides same-day analytics for business user & allows business to use data more quickly.
- Worked on the catalog section that needed clear and engaging interface.
- Provided solution by creating more user friendly, welcoming layout.
- User & stakeholder interviews, surveys, contextual inquiry, competitive and comparative analysis, and usability testing drove the design of the prototype.

### UX Designer - San Francisco Bicycle Coalition (SFBC)






March 2016-April 2016 (as part of General Assembly)

- 2-weeks project to design an mobile app that allows SFBC members to communicate and share with each other.
- User interviews, survey, competitive & comparative analysis, user flow, site maps,
- concept model, and wireframes. Usability testing drove the design of the prototype.

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## EXPERIENCE

### UX Designer - Progress Hardware -Ecommerce website

March 2016 (as part of General Assembly)

- 2-weeks project to design an ecommerce website that helps to find right tool for loyal customers who don't like to go to stores, through detailed reviews, update inventory & same day shipping option.
- Used stakeholder interviews, competitive and comparative analysis, card sorting, and usability testing to inform design of global navigation as well as search and check out flows.

### Web / Visual Designer- Ross Stores Inc. Dublin, CA

Oct 2013- Dec 2015

- Researched & redesigned intranet portal using Adobe Creative suite & Oracle Webcenter.
- Created meaningful and compelling designs to help users become more productive and frequently visit the portal.
- Worked on design to be simpler and user friendly from complex and abstract material.
- Collaborated extensively across department & with various stakeholders.

**\*\*Freelance Projects\*\***

### Web Designer - Drishticon, Fremont, CA

Dec 2014 - Mar 2015

- Worked with owner & developers to improve the UI & Visuals of their current website.
- Recreated the current logo & the banners using Adobe Illustrator & Photoshop.

### Graphic/ Web Designer - Infinilytics Inc, Santa Clara, CA

May 2013 - Jul 2013

- Designed marketing and promotional materials across email, mobile, web, print, and social media.
- Created branding materials - logo creation and reconstruction.
- Assisted others with layout and design worked with marketing department to improve the final product.

### Project Manager - United Way SML, Fremont, CA

Mar 2009 - May 2009

- Worked as a project manager for redesigning the website for United Way Sonoma Mendocino Lake.
- Responsible for total needs of the client including management of technical and creative resource to deliver complete corporate- quality branding and web solutions.

### Web Designer - Ondemandtek, Fremont, CA

Jan 2009 - Mar 2009

- Worked with various design tools including Dreamweaver, Photoshop, Illustrator, and Flash to implement web designs and functionality
- Created Logo using Adobe illustrator.