# Bharti Patel

*UX Designer with background in Visual & Advertising*

## CONTACT

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📍 Fremont, CA

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## 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 Designer & UI Designer- Cisco Systems
### Jul 2018-Oct 2018

- Worked with team as UX/UI designer for web application, determining best UX solutions based on customer feedback & business goals. Identifying challenges and adapting as needed based on context of the solution & customer.
- Created pixel perfect mocks to communicate user flows and interaction and Visual designs. Delivered red lines specs for development following Cisco guidelines.
- Collaborated with PMs, developers & engineers from conception to early implementation establishing timelines and consensus from all parties around product flow.

### UX/UI Designer - 12 Digit Marketing
### Jun 2017-Oct 2017

- Worked 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
- Worked 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.