

## Kunal D. Patel

- 1984 - DESIGN  
Brooklyn, NY  
> 140: iwonderhow@kunal.is  
≤ 140: @kunaldpatel
- 2002 - BACHELOR, ARCHITECTURE  
2006 Carnegie Mellon University  
Dean's List: Fall 04, Spring 05
- 2007 - JUNIOR ARCHITECT  
2008 Kinlin Rutherford Architects  
New York, NY
- 2008 - MFA, DESIGN + TECHNOLOGY  
2010 Parsons The New School for Design  
Graduated with Honors
- 2009 TEACHING FELLOW/ASSISTANT  
MFA D+T Bootcamp  
Creativity & Computation Lab
- 2010 - UX LEAD (2012-2013)  
2013 Huge, Brooklyn, NY  
Previous Roles:  
- Assoc. Experience Lead (2012)  
- Sr. Interaction Designer (2011)  
- Interaction Designer (2010)  
Speaking:  
- Badges are the Backup Quarterbacks of Game Design, Interaction 13, Toronto, ON (01/28/13)  
- Psychology & UX: Understanding your User (Moderator), Huge, Brooklyn, NY (8/14/13)
- 2014 - PRODUCT MANAGER  
2015 Contently, New York, NY

Curiosity has guided my career in design and technology, and the perspective I have gained is my strongest attribute as a designer.

I have redesigned apartments for couples and a luxury hotel website for millions, taught Interaction Design to aspiring transplants, and presented an idea for how Super Mario Bros. World 1-1 could improve GMail's onboarding flow.

After a recent stint as a Product Manager, I'm eager to join a digital Product Design team and share what I have learned about partnering with business, technology, and research teams to solve problems. If you think my experience would be a good fit, I'd love to hear from you.

**My education and experience in architecture gave me a strong foundation in design thinking and the realities of construction.**

- The lessons I learned in architecture school were worth the physical and mental scars:<sup>1</sup> how to observe and design for users, think conceptually, rapidly iterate ideas, balance requirements with design, and present my work.
- As a Jr. Architect for a small residential firm, I helped turn apartment designs into reality by documenting existing conditions, designing around constraints, preparing legal drawings, and solving problems in the field with construction managers.

**In graduate school, I embraced the program's design-build ethos by pairing interaction design studios with programming classes.**

- The parallels between Architecture and Interaction Design made for a natural transition, giving me time to study the fundamentals of web programming, game design, and data visualization.
- My thesis, Not For Bots, was a collection of subversive online products I designed and built to challenge our logical, machine-centric views of digital product design.
- Parsons also opened my eyes to how rewarding teaching could be, as I taught Processing & PHP to fellow graduate students and Game Design to 5th-graders.<sup>2</sup>

**3.5 years at Huge turned me into a user-centered designer and leader, solving UX problems at scale while giving back through education and thought leadership.**

- I worked my way up from Interaction Designer to Experience Lead, managing UX for smaller projects: setting strategy, managing deliverables, overseeing junior designers, presenting to clients, and collaborating with other departments on execution.
- Huge is known for their user-centered methodology, and I applied it to a variety of challenges, including ecommerce redesigns (Four Seasons, Pizza Hut), new digital products (ASA, AARP), and data-driven site optimizations (American Express).
- Outside of client work, I was thrilled to help run the 2013 Huge UX School for aspiring Interaction Designers, and present a primer for how game design principles could be applied to digital products at Interaction 13.<sup>3</sup>

**Taking on a PM role at a startup, I learned how challenging scaling a digital product can be for business and product alike.**

- Originally hired as a UX Lead, I embraced the transition to Product Manager to do whatever my eventual team of 5 engineers + 1 data scientist needed: strategy, sprint planning and management, research, wireframing, QA, reporting, etc.<sup>4</sup>
- By training and supporting our sales, accounts, and marketing teams, I became aware and appreciative of the critical roles they play in the success of "technology" companies.
- After launching a performance analytics tool in 2014, as part of our 2015 vision we launched a dashboard in Q2 that gave content marketers a way to report on their entire operation — production, distribution, and performance — within Contently.
- Our expanded analytics offering enjoyed adoption by 92% of active publications, with 55% having week-over-week user activity in July 2015.

<sup>1</sup> During my freshman year of college, I almost cut off part my left index finger on a bandsaw. The small scar is a helpful reminder not to operate heavy machinery after an all-nighter.

<sup>2</sup> Any anxiety I had about my ability to teach disappeared after convincing a roomful of kids to stop playing games and learn about designing them instead.

<sup>3</sup> This was a really fun presentation to create, as it combines my love of sports, interaction design, and game design, while showcasing how I think across disciplines to make problems relatable and find novel solutions.

<sup>4</sup> Before I was a Product Manager, I had no idea what "Pivot table" or "VLOOKUP" meant. They became 2 of my best friends on the job.