

Kunal D. Patel

UX DESIGNER

Brooklyn, NY

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My career has been a balancing act between depth in design and breadth in the processes and technologies that bring it to life. Through those experiences, I have become a versatile designer capable of getting the most out of cross-functional teams.

02.2014
08.2015
**PRODUCT MANAGER,
ANALYTICS**
Contently, New York, NY

As a PM at a growing startup, I learned how challenging scaling a digital product can be for design and business alike.

- Hired as UX Lead for a new analytics team, I made the transition to Product Manager to do whatever was needed: user research, strategy, wireframing, sprint planning, QA, reporting, internal training, customer support, etc.¹
- 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 accounts, with 55% week-over-week activity in July 2015.

06.2010
10.2013
UX LEAD
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)

3.5 years at Huge molded 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 13.²

08.2008
05.2010
MFA, DESIGN + TECHNOLOGY
Parsons The New School for Design
Graduated with Honors

TEACHING FELLOW/ASSISTANT
MFA D+T Bootcamp (2009)
Creativity & Computation Lab (2009)

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

- My background in architecture sped up my education in Interaction Design, giving me time to study web programming, game design, and data visualization as well.
- My thesis, Not For Bots, was a collection of online experiments designed 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.³

01.2007
08.2008
JUNIOR ARCHITECT
Kinlin Rutherford Architects
New York, NY

08.2002
12.2006
BACHELOR, ARCHITECTURE
Carnegie Mellon University
Dean's List: Fall 04, Spring 05

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:⁴ 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.

¹ 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.

² This was a really fun presentation to make, as it combined my love of sports, interaction design, and game design to make problems relatable across disciplines and create novel solutions.

³ 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.

⁴ 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.