



Miraj Patel

Designer, Greater NYC Area

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## Skills & Expertise

### User Experience

Moderating Research, Analytics  
Design Sprints, Workshops  
Competitive Analysis  
Interviews, Creating Personas  
Experience Maps, User Flows  
Scenarios, Card-sorting,  
Wireframing, Sketching,  
Accessibility/Inclusive Design  
Information Architecture,  
Paper prototyping

### Visual Design

Sketch, Figma, Adobe CC  
Interactive prototyping  
Flinto, Invision/Studio, Anima  
Abstract, Zeplin

### Development

Rapid Prototyping,  
HTML, CSS, SASS, JavaScript  
Bootstrap, FED Frameworks  
PHP, AngularJS, Vue.js  
Jekyll, Wordpress, Drupal  
Git, Bitbucket

## Education

### B.S. Information Technology

*Class of 2016*

Concentration in Web  
Applications, Minor in Human-  
Computer Interaction (HCI)

College of Computing Sciences,  
New Jersey Institute of Technology

## Professional Experience

### Product Designer, Prudential Financial

Newark, NJ — October 2016 - April 2019

(Full-time, 40 hrs/week)

- Owned and led the complete end-to-end journey and detailed outcomes of enterprise-wide suite of digital products across multiple channels, devices, and platforms in Prudential's fast-moving customer office.
- Partnered autonomously with business stakeholders and cross-functional teams to facilitate workshops and deliver fully accessible, human-centered products and services using qualitative and quantitative data.
- Iterated on wireframes from low to high fidelities, and conducted moderated and unmoderated user tests through rapid-prototyping.
- Contributed new standards and guidelines to the design system and identified opportunities for reusability of patterns and components when commonalities across experiences already exist to maintain consistency and scalability.

### UX Designer/Developer Intern, Hertz

Park Ridge, NJ — May 2014 - August 2015

(Full-time 30-40 hrs/week)

- Built an enterprise-wide styleguide and UI library for the responsive web, iOS apps and Android apps, which is now referenced globally by all of Hertz brands: Hertz Car Rental, Hertz Car Sales, Hertz Equipment Rental, Dollar and Thrifty.
- Redesigned the responsive web car rental reservation experience, and the iOS and Android mobile applications to improve usability and maintain consistency with the aforementioned style guide.
- The iOS app became the only 4-star rated travel-provider app and the Hertz Android app had a 62% increase in 5-star ratings and 91% in 4-star ratings within 4 months of launch.

### UX Design Intern, Vydia

Freehold, NJ — May 2013 - August 2013

(Full-time, 50 hrs/week)

- In collaboration with a small team consisting of the CEO, CTO and UX researcher, utilized human-centric design methodologies to design the end-to-end MVP of a product that allows music artists and record labels to monetize, promote and distribute music videos to television and online channels.
- Vydia is now a venture-capitalist backed startup utilized by major and upcoming artists around the world.

### Web Designer, iSpeech

Newark, NJ — January 2012 - April 2012

(Part-time, 25 hrs/week)

- Designed low and high fidelity wireframes, developed webpages using HTML/CSS/JS and maintained the content to meet the needs of users of the applications, community developers and business partner for a technology startup specializing in text-to-speech.

### Design Intern, Ande & Partners (Unpaid)

Hoboken, NJ — July 2011 - August 2011

(Full-time, 40 hrs/week)

- Shadowed the Creative Director at this design agency, and participated in day-to-day activities including meeting with clients, conceptualizing ideas, conducting research and implementing concepts into designed projects.
- Learned the rules and fundamentals of designing, the business of freelancing, and gained a deeper understanding about brand and identity development.