



Miraj Patel

Designer, Greater NYC Area

madebymiraj.com

miraj@madebymiraj.com

Professional Experience

Prudential Financial

User Experience Designer, October 2016 - *Present*

Evangelizing design thinking across the enterprise in Prudential's fast-moving customer office. In collaboration with senior management, product, marketing and technology partners, tested and delivered innovative solutions for major products. Work includes the LINK by Prudential hybrid-advisory MVP, PGIM redesign/migration, and the Prudential.com homepage. As well as with authenticated experiences, such as dashboard and two-factor authentication.

Hertz

User Experience Developer Intern, May 2014 - August 2015

Created a global web style guide and UI patterns library for the responsive web framework, iOS applications, and Android applications which is now referenced by all Hertz brands globally. Assisted with the redesign of the responsive web car rental reservation process, and the redesign of the iOS and Android mobile applications to improve usability and maintain consistency with the aforementioned style guide.

Vydia

User Experience Design Intern, May 2013 - August 2013

In collaboration with a small team consisting of the CEO, CTO and UX researcher, utilized human-centric design methodologies to design a minimum viable product for a web application 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 product utilized by major and upcoming artists around the world.

iSpeech

Web Designer, January 2012 - April 2012

Designed, developed and maintained webpages for a technology startup specializing in text-to-speech. Tasks included designing wireframes and mockups, developing webpages using HTML/CSS/JS, and updating the content on a daily basis to meet the needs of users of the applications, community developers and business partners.

Ande & Partners

Design Intern, July 2011 - August 2011

Assisted the Creative Director and participated in day-to-day activities including meeting with clients, developing concepts and 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 brands and visual identity development.

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

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