



UI/UX Designer

Smit Patel

Employment

UI/UX Designer / Zeo Route Planner [↗](#)

Jul 2021 — Present

- ▶ Designed MVP for a new venture [Zeo Business](#) - Conducted UX research, created flows and wireframes. Designed a small UI Library and visuals for both web platform and mobile app.
- ▶ Designed a high impact landing page for the company which increased the page views by ~150%, decreased the bounce rate by ~90% and exit rate by ~40%.

Founding Designer / EzQuant Algotrading [↗](#)

Sept 2019 — Aug 2021

- ▶ Worked in tandem with the founders and other teams to establish the vision and the overall experience of the brand to produce the logo, colours, website, and social media branding.
- ▶ Crafted YouTube assets and educational video content while collaborating with the founders to improve the brand's social media presence.

Product Designer / SalaryBook [↗](#)

Nov 2020 — Jan 2021

- ▶ Worked closely with the core team, understood the business dynamics and designed an app and web platform for end-to-end employee management which received 100K+ downloads.

Education

Gujarat Technological University

Aug 2017 — Aug 2021

Bachelor's of Engineering in Information Technology,
CGPA: 9.42/10.00

Kendriya Vidyalaya

Sep 2013 — Aug 2015

Higher Secondary School Certificate, Percentage : 88%

Contacts

Portfolio

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Phone

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Linkedin

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Work Instagram

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Skills

Product Design

UI/UX

Social Media Design

3D Art

Brand Experience

Tools & Tech

Figma

Adobe Illustrator

Photoshop

Blender 3D

Adobe After Effects

Miro

Adobe XD

Node.js

Balsamiq

HTML

CSS