



Smit Patel

Product Designer • 5 YoE • Pune, IN

Employment

Product Designer / OneCard [↗](#)

Jan 2023 — Present

- ▶ OneCard 2.0 – Redesigned the OneCard app to improve product adoption through navigation & match the card's metal premium look. I also helped create a design system unifying design elements for consistency.
- ▶ Wizely Post-acquisition Redesign – Designed UX, IA, and UI for gold and FD investments. Built a scalable design system, icon font & accelerated asset creation with an AI-powered illustration pipeline.
- ▶ Designing OneScore Learn – Creating financial awareness and helping people make better financial decisions.

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

Jul 2021 — Dec 2022

- ▶ 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

- ▶ End-to-end design for a 0-1 startup.

Education

Gujarat Technological University

Aug '17 — Aug '21

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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mesmitpatel

Twitter (X)

smeheetwt

Skills

User-centred design

Visual Design

Prototyping

Developer handoff

Design Systems

3D

Tools & Tech

