

Amit Patel

Senior Design Director, CX & Product

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www.mramitpatel.comamit@mramitpatel.com[LinkedIn Profile](#)**MNML Inc., – Director of UX, Digital Product Design** (Consulting, 2022-Present)

Lead client and internal teams through definition, execution and delivery of new hardware and software products. Created UX artifacts and high-fidelity UI designs for hardware-based, digital products through collaboration with Industrial Designers, Product Managers, Engineers and internal/external stakeholders.

- **BudScout** - End-to-end digital product design for an AI powered cultivation metrics robot built on Arduino, cameras and environmental sensors.
- **Medtronic** - UX Strategy, concept design and prototyping for Medtronic's next generation of neurostimulator implant therapy.
- **On-site Workshops** - Lead client workshops to extract, formulate and synthesize mission-critical project information.
- **Prototyping** - High-fidelity IxD and UI prototyping in Figma and ProtoPie with Arduino components
- **Research** - Stakeholder, user interviews and testing. Partnered with client research teams to create usertesting stimuli.

The Office of Experience – Creative Director, Product & Brand Experiences (2019-2022)

Hands-on creative direction, product design and team management across agency portfolio. Ensured designs aligned with strategy and achieved KPI/OKR metrics strategy and KPI/OKR metrics. Partnered with UX to gather insights, defined scope with Account Strategy and collaborated with Development. Managed a team of 4 direct reports from performance tracking to career growth.

- **Mack Builder** – End-to-end product design of Mack Builder, a digital product configurator which increased qualified leads and established a platform for future innovation.
- **Spectrum Enterprise** – Lead UX and visual design for the redesign of .com, digital properties, dashboards and tools resulting in a +30% increase in conversions across MGL and MQL forms.
- **D'Addario Player Circle** – UX Design strategy, UI execution for a B2B e-commerce platform, allowing users to efficiently manage bulk orders and obtain order insights.
- **Mack Trucks** – Brought a class-8 semi, the Mack Anthem to market, through branding, digital marketing and activation resulting in 5,000+ impressions.

The Office of Experience – Assoc. Creative Director, Product & Brand Experiences (2016-2019)

Led design engagements with a focus in UX, visual and brand design across the client portfolio. Partnered with copywriting to create effective marketing campaigns that exceeded targets. Presented design solutions to internal teams and clients that accomplished pre-determined strategic goals across various metrics and KPI's.

- **CSA** – Brand, UX and digital design. Directed a multi-city, global photoshoot to help capture Canada Standard Associations unique story.
- **UL** - Designed UL's first ever e-learning portal and custom LMS solution.
- **Sirva** – Reimagined the relocation experience and designed a native iOS application.

Before serving as a Creative Director at experience and product agencies, I designed immersive web sitedesigns, iOS applications and other consumer-facing experiences. More information about this, my roles, certificates and accomplishments are available on my [LinkedIn](#) profile. Follow me on Twitter [@mramitpatel](#) for thoughts on design and AI. Case studies available on request. Limited samples of my work and project summaries at mramitpatel.com