

PAYAL PATEL

ux/ui designer



Table of Contents

- Brand Story .01
- Brand Values .02
- Brand Essence .03
- Dream Job .04
- Persona .05
- Moodboard .06
- Letter Head .07
- Business Card .08



01. Brand Story



What is my ambition?

MISSION

To create the best possible products experience for the user by visually lay out the details of the product. Main focus is to create both functional and appealing features that address clients' needs and help grow their customer base.

VISION

My goal is to be an expert User-Centered designer who delivers the best product experience and will provide excellent value, customer satisfaction, and loyalty.

How I will achieve?





Excellence

Put efforts to provide the best possible solution



Loyalty

Loyal to customer



Passion

Desire to achieve something high



Engage

Share knowledge with audience



Commitment

Responsible and dedicated to work



Excuses

I strive for innovation, excellence and loyalty to the target audience. Those values create high impact on brand identity and its success.



Design your Vision

BRAND ATTRIBUTES

Modern
Creative
Intuitive
Enthusiastic
Optimistic
Cheerful

STRATEGIC FOCUS

I am adept at designing User Interface and Graphics.

My long term goal is to expand knowledge in Motion graphics, 3D graphics, voice UI, and Touchless gesture interaction.

With the cutting edge technology, I would love to be a subject matter expert in the area of User-Centered Design.

Always, strive to keep up with technology so that I can reinvent myself for the next challenging opportunities.



What is My Dream Job?

Challenges As working with multiple companies, I will have to interact with a wide variety of personalities, how they think and behave. Moreover, I will have to stretch my mind to understand the behavior and interaction of different products and their users.

Problems I want to design a product which is useful, usable and enjoyable for its users. It includes proper content architecture, clear visualization of product's elements, functionality of the visual element.

I want to be a perfect User-Centered Designer working on a wide variety of projects and challenges of an agency that will inspire me and give me that long-standing experience to succeed in the future. Being working at an agency will offer me to work with different industries and help them to succeed.



Milestones There are certain milestones to achieve the pinnacle of the User-centered designer, which are web design, interface design, product design, editorial design, service design, and information architecture. As a UX/UI designer, I have achieved those skills to design interfaces, and now I am learning about product behavior.

Target Market

Design agency which provides services such as brand identity, visual design, product strategy to their clients is my preference. Currently, I am

following Clay.global, Metalab Co., ideo Co., to explore my next opportunity. Prototyping, System Thinking, Visual Designing, and IxD expertise are the skills I have planned to achieve in the following years.

Agencies do not necessarily require the work in a corporate building however, working in tech hub cities have its merit for the opportu-

AGE 30 years old

PAYAL PATEL

User Centered designer

GOAL

Continued professional growth,
Create product that is enjoyable,
Interaction as simple & Efficient
as possible

CHALLENGES

Understanding users behavior,
Staying up-to-date with new
technology, Designing eye-catching
user interface

FRUSTRATION

Understanding users takes longer
sometimes, Uncertainty of job
opportunities, Prioritize tasks



MOTIVATIONS

Satisfaction
Convenience
Speed

LOCATION Los Angeles, California

EDUCATION Media Design from Algonquin

INTERESTS Travelling, Photography, Cooking

SKILLS

Design Illustration & UI graphics, User flows, Concept sketch,
Wireframes & Mockups, Motion Design, Style guides & Branding

Prototyping Rapid prototyping using Keynote & Invision,
Interactive flow with HTML/CSS/JS, Frameworks

Research Data Analysis, User persona, Product behavior, A/B
testing, Cognitive walkthrough

Collaboration Self Starter, Detail oriented, Flexible,
Communicative,

Persona

STYLISH DESIGN

User Experience

Graphics Design

Web Design

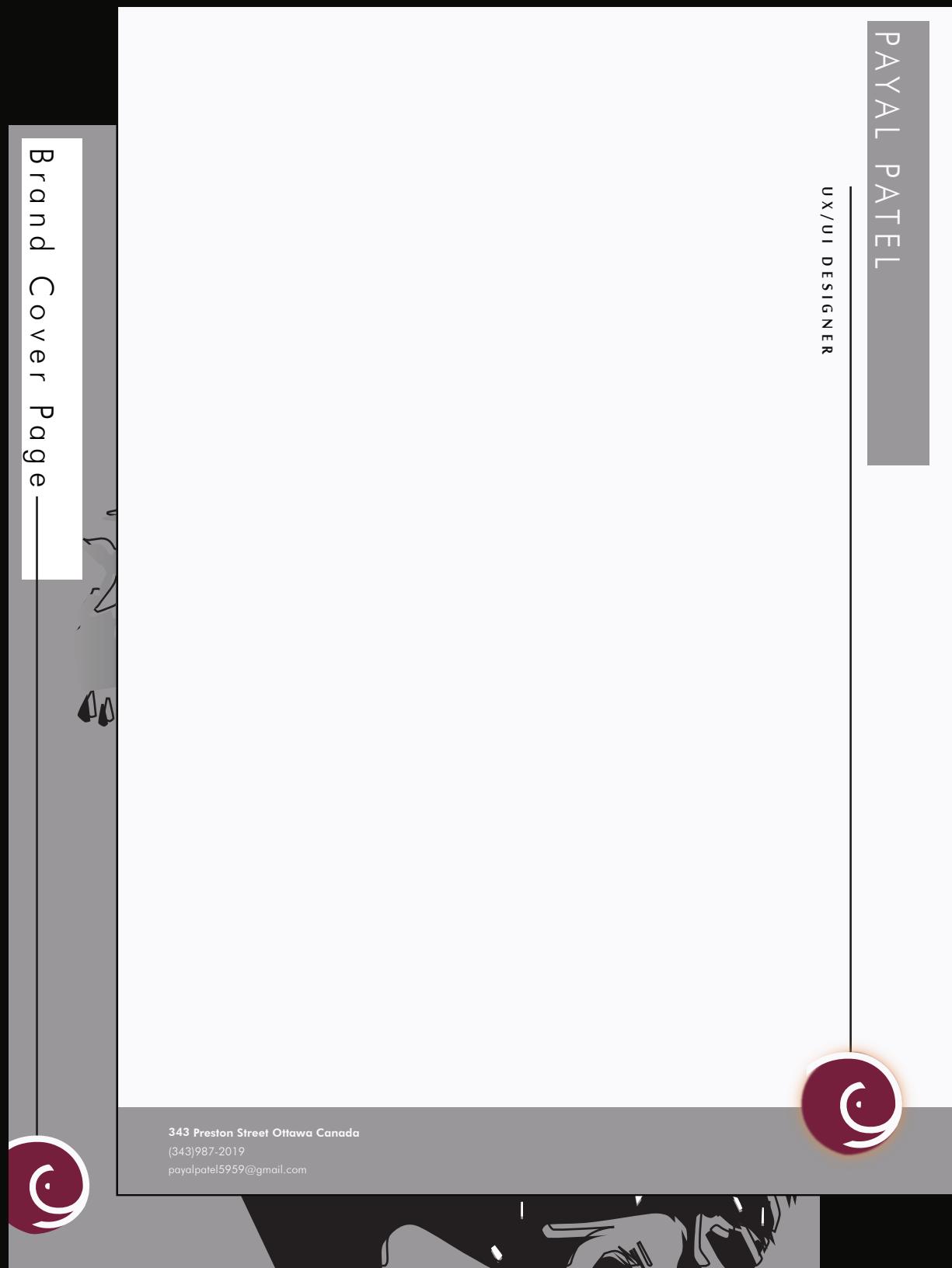
MOODBOARD

“ Always design a thing by considering it in its next larger context - a chair in a room, a room in a house, a house in an environment, an environment in a city plan.

“
PARAL
ପାରାଲ

Be  Post

07. Letter Head



08. Business Card

