PRIYANKA PATEL
UX/UI Designer

Tracy, California
+1-669-204-5364
priyanka.createweb@gmail.com

PORTFOLIO LINKS

Portfolio: (Password: Innovator)
priyankaapatelgit.github.io/portfolio/

LinkedIn
in/priyankaapateldesigner

Behance
behance link

Dribbble:
dribbble link

PROFESSIONAL SUMMARY

Experienced UX/UI Designer with expertise in early-stage product development, backed by a strong foundation in web design and front-end development. Skilled in end-to-end product design, scalable design systems, and UX strategy, I excel at transforming complex challenges into seamless, high-impact solutions. Passionate about accessibility, data-driven design, and systems thinking, I drive strategic success while delivering exceptional value to users.

EXPERIENCE

UX/UI Designer & Researcher — Velosaty (Sports Excitement)
August 2023 - Present

Remote | New York, NY
- Led and enhanced the design system, boosting team efficiency by 30% with streamlined handoff processes.
- Launched the Velosaty experience in an agile environment, enhancing cross-functional collaboration by 50%.
- Conducted user research with 30+ student-athletes and mentors to inform design decisions and enhance UX.
- Led early-stage design sprints and brainstorming sessions to transform product ideas into intuitive designs.

UI/UX Designer — SONNY (Sports Excitement)
May 2023 - January 2024

Remote | New York, NY
- Designed and delivered end-to-end design solutions for SONNY's buyer and seller interfaces across desktop and mobile platforms, improving navigation efficiency by 20%.
- Developed and maintained a comprehensive design system, ensuring consistency across the platform and reducing iteration time by 15%.

Front end developer & Designer — Broadridge Financial Solutions
January 2021 - May 2023

Remote | Newark, NJ
- Developed the FX Order trading platform's dashboard, reducing user task completion time by 15% with accessible, user-centric solutions.
- Delivered a comprehensive comparative report on UI libraries, guiding strategic design decisions and reducing development time by 12%.

UI/UX Designer — Work as Freelancer
June 2017 - December 2020

Remote | US & India
- Designed responsive, user-centric websites that boosted client brand presence, user engagement, and overall functionality across diverse industries, including local services and manufacturing.
- Collaborated with clients to translate their business needs into intuitive, accessible end-to-end design solutions, ensuring seamless user experiences and impactful results.

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EXPERIENCE

Web Designer — Cactus Creatives Pvt.Ltd.   January 2016 - May 2017

In-person | Gujarat, India
- Strategically redesigned and launched websites, increasing client conversion rates by 20%, through data-driven competitive analysis and optimized user flows, and consideration of accessibility (WCAG) principles.

Web Designer — Digital Xpressions   March 2012 - February 2014

In-person | Pune, India
- Created responsive websites that enhanced user engagement by 25%, translating complex business objectives into intuitive digital experiences.

Web Designer — Cactus Creatives Pvt.Ltd.   August 2010 - November 2011

In-person | Gujarat, India
- Developed intuitive user interfaces, reducing user navigation errors by 15%, and significantly improving overall site usability and user satisfaction.

SKILLS

Design
Prototyping • Wireframing • User Flows • High-Fidelity Visuals • Information Architecture • Design System • Web Accessibility • WCAG 2.0 • Interaction Design • Responsive Design • App Design

Research
Usability Testing • User Research • User Personas • Data Visualization • A/B Testing • Journey Mapping • Site User Flows • User Interview • Data Analysis • Qualitative Research • Quantitative Research

Development & Soft skills
Cross-functional Collaboration • Design Strategy • Problem-Solving • HTML • CSS • JavaScript • React

Software
Figma • FigJam • Adobe XD • Google Workspace • Maze • Miro • Microsoft Office • Google Analytics • Photoshop • Illustrator • Lucidchart • ChatGPT • Gemini (AI Tools) • Canva • Framer • ZeroHeight • SurveyMonkey

Collaboration Tools
Jira • Trello • Notion • Confluence • Microsoft Teams • Slack • Zoom • GitLab • Bitbucket

EDUCATION

P.G. Diploma in Multimedia (Explorra school of design) - 2011
Master of Computer Application (Gujarat University, India) - 2010
B.S. in Microbiology (Gujarat University, India) - 2007

CERTIFICATIONS

Accessibility IxDF - 2025 • **AI for Designer** IxDF - 2024 • **Google UX Design** Coursera - 2022