PRIYANKA PATEL

Product Designer

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in/priyankaapateldesigner

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priyankaapatelgit.github.io/portfolio/

PROFESSIONAL SUMMARY

Curious, adaptable, and impact-driven Product Designer with a unique foundation in science, design, and front-end development. I bring hands-on experience across startups, fintech, and open-source environments, crafting thoughtful, scalable design solutions that serve both user and business needs. From leading product for mentorship platforms to shaping AI tools for educators, I thrive on simplifying complexity and turning big ideas into intuitive digital experiences.

EXPERIENCE

Lead Product Designer — Velosaty (Sports Excitement), US   **Aug 2023 - Present**

- Led the design and launch of Velosaty's core platform from 0→1, based on insights from 30+ user interviews.
- Crafted intuitive user flows, wireframes, and high-fidelity prototypes, increasing engagement and ease of use.
- Created and scaled the product's design system, improving cross-team efficiency by 50%.
- Partnered with product and engineering to implement features iteratively in an agile environment.
- Drove early product strategy, roadmap prioritization, and brand identity alignment.

UX/UI Designer — SONNY (Sports Excitement), US   **May 2023 - Jan 2024**

- Designed responsive interfaces for desktop and mobile, increasing user navigation success by 20%.
- Introduced design system components that reduced iteration time by 15%.
- Collaborated closely with developers and stakeholders to refine and deliver pixel-perfect UIs.

Front end developer — Broadridge Financial Solutions, US   **Jan 2021 - May 2023**

- Developed accessible dashboards for a fintech platform, reducing user task times by 15%.
- Authored a UI component library report that increased engineering output by 12%.
- Acted as the design-tech bridge, ensuring pixel-perfect handoffs.

UX/UI Designer — Work as Freelancer, US   **Jun 2017 - Dec 2020**

- Led full design cycles for B2B/B2C clients, improving brand engagement through responsive UX.
- Applied UX research and accessibility principles to boost usability across platforms.
- Delivered pixel-perfect, SEO-ready sites aligned to business goals.

Web Designer — Cactus Creatives Pvt.Ltd., IN   **Jan 2016 - May 2017**

- Redesigns led to a 20% increase in client conversions via optimized user flows.
- Embedded WCAG compliance and mobile-first best practices in all projects.

Web Designer — Digital Xpressions, IN   **Mar 2012 - Feb 2014**

- Improved engagement metrics by 25% through visually compelling, UX-focused redesigns.
- Transformed business goals into high-impact design solutions.

Web Designer — Cactus Creatives Pvt.Ltd., IN   **Aug 2010 - Nov 2011**

- Reduced navigation errors by 15% with simplified layouts and improved Information Architecture.
- Focused on usability and cross-browser compatibility for seamless user experience.

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OPEN-SOURCE CONTRIBUTIONS

Product Designer — Marvel AI, US

- Contributed to Marvel AI, an open-source teaching companion aimed at democratizing education through AI.
- Designed intuitive interfaces for tools that generate AI-powered educational content such as images, videos, and charts from text prompts.

EDUCATION &CERTIFICATIONS

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

SKILLS

- **Design**: Prototyping • Wireframing • User Flows • High-Fidelity Visuals • Design System • Web Accessibility • Responsive Design • App Design • Cross-functional Collaboration
- **Research**: Usability Testing • User Research • Data Visualization •User Flows • User Interview • Data Analysis
- **Tools**: Figma • Adobe XD • Miro • Google Analytics • Photoshop • AI Tools • Framer • ZeroHeight • Canva
- **Development**: HTML • CSS • JavaScript • React