

# PRIYANKA PATEL

## UX/UI DESIGNER

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📍 Tracy, California

in [in/priyankaapateldesigner](#)

### PROFESSIONAL SUMMARY

- Highly skilled UX/UI Designer and Developer with over **6 years** of professional and **4 years** of interactive user experience in creating **engaging** and **user-centered** interfaces
- Proven expertise in **analyzing** user requirements, leading **usability testing**, & delivering exceptional design concepts

### WORK EXPERIENCE

May 2023 -  
Present

#### UI/UX DESIGNER | SPORTS EXCITEMENT

New York (Remote)

- Contributed to design projects by creating **wireframes**, **Design system**, **flow diagrams**, **storyboards**, **mockups**, and **high-fidelity prototypes** to communicate user experiences at various design stages.
- Collaborated with cross-functional teams to define and implement **design solutions** that met technical constraints and limitations.
- Assisted in **user research** activities to gather **insights** and validate **design decisions**, ensuring a user-centric approach to product development.

Jan 2021 -  
May 2023

#### FRONT END DEVELOPER & DESIGNER | BROADRIDGE FINANCIAL SOLUTIONS

Newark, NJ (Remote)

- Managed design projects within a complex, **cross-functional organization**, resulting in enhanced user experiences and **increased user satisfaction**
- Collaborated closely with **product managers**, **engineers**, and **stakeholders** to understand requirements and develop creative, **user-centered** design solutions
- Demonstrated **problem-solving skills** & technical acumen by designing for platforms such as **desktop & mobile**

Jun 2017 -  
Dec 2020

#### UI/UX DESIGNER | WORK AS FREELANCER

USA & India

- Successfully **ideated**, **prototyped**, and **launched** new products from scratch, aligning with product design strategy and business goals
- Integrated **user feedback** and business requirements into ongoing **product experience updates**, resulting in continuous improvement of features
- Advocated for **design-centered changes**, refinements, and improvements, effectively influencing product design prioritization

Jan 2016 -  
May 2017

#### WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Specialize in creating new websites and revamping existing ones to help businesses **increase their profits**
- Ensure consistency throughout the platform by **documenting** use cases and **UI elements**
- Design work includes conducting detailed **competitive analysis**, **creating mockups**, **wireframes**, and **user flows**
- Also, establish and promote best design practices and standards for the rest of the design team to follow, ensuring a **cohesive design** throughout the website
- Manage the design workflow, processes, and project management, setting priorities and meeting deadlines

Mar 2014 -  
Dec 2015

#### MATERNITY CAREER BREAK

- I took a planned career break to focus on family and the birth of my child
- While not directly engaged in professional roles, I continued to cultivate and enhance valuable skills such as time management, adaptability, and problem-solving

Mar 2012 -  
Feb 2014

#### WEB DESIGNER | DIGITAL XPRESSIONS

Pune, India

- Generated initial concept competitive **analyses**, **mockups**, and **wireframes** using **Photoshop**
- Additionally, developed landing pages, collections, and email ads **Collaborated** with marketing, **SEO specialists**, and **content writers** to ensure effective communication
- Using **HTML5/CSS3**, I converted mockups into user-friendly, cross-browser-compatible, & optimized websites
- Drafted innovative designs that maximized the aesthetic appearance of websites while still maintaining key **user-friendly** elements

Aug 2010 -  
Nov 2011

#### WEB DESIGNER | CACTUS CREATIVES PVT.LTD.

Gujarat, India

- Specialize in designing **user-friendly** interfaces that are easy to navigate
- Translate high-level requirements into necessary **interaction flows** and **artifacts**

### SKILLS

#### DESIGN & RESEARCH

- // Sketching
- // Wireframing and Prototyping Tools
- // Product Ideation and Prototyping
- // Mock ups
- // Human Computer Interaction
- // User-Centered Design
- // User Interface design
- // Mobile design
- // Design Strategy
- // Accessible design
- // Informational architecture
- // Design system
- // User Research and Feedback
- // Usability testing
- // Mobile and Desktop Design
- // Surveying

#### SOFT SKILLS

- // Communication
- // Cross-Functional Collaboration
- // Analytics
- // Problem-Solving
- // Client interviewing
- // Attention to detail
- // Organization
- // Integration

#### SOFTWARE

- // Figma
- // Adobe creative suite
- // Zeplin
- // Google and Microsoft Suite
- // GitLab
- // Bitbucket
- // VS code
- // Jira
- // Miro

#### TECHNICAL

- HTML
- CSS
- JavaScript
- React

### PORTFOLIO LINKS

#### PORTFOLIO:

<https://priyankaapatelgit.github.io/portfolio/>

#### BEHANCE:

[https://www.behance.net/priyanka\\_createweb](https://www.behance.net/priyanka_createweb)

#### DRIBBBLE:

[https://dribbble.com/Priyanka\\_createweb](https://dribbble.com/Priyanka_createweb)

### EDUCATION

Google UX Design (Certification)

Coursera - 2022

Post Graduation Diploma in Multimedia  
(Explorra school of design) - DEC 2011

Master of Computer Application  
(Gujarat University, India) - JUN 2010

B.S. in Microbiology

(Gujarat University, India) - JUN 2007