PRIYANKA PATEL
Visual 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 Visual/UX/UI Designer with a strong foundation in brand development, visual storytelling, and interactive experiences. Proven ability to translate complex concepts into compelling visual identities, campaigns, and user-centric designs. Skilled in creating high-fidelity visuals, design systems, and engaging interactive experiences, with a passion for delivering impactful brand narratives. Eager to contribute to Google's brand through innovative design solutions.

EXPERIENCE

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

Remote | New York, NY
- Increased team efficiency by 30% by leading and enhancing the design system with streamlined handoff processes.
- Boosted cross-functional collaboration by 50% by launching an interactive student-athlete mentorship platform.
- Improved user engagement by 25% through user research with 30+ participants, informing design decisions.
- Led early-stage design sprints and brainstorming sessions to translate product ideas into intuitive visual designs.

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

Remote | New York, NY
- Improved navigation efficiency by 20% by designing and delivering end-to-end design solutions for e-commerce interfaces.
- Reduced iteration time by 15% by developing and maintaining a comprehensive design system.
- Designed high-fidelity visuals and prototypes to communicate design concepts.

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

Remote | Newark, NJ
- educed user task completion time by 15% by developing user-centric visual solutions for a Fintech trading platform.
- Decreased development time by 12% by delivering a UI library comparative report, influencing strategic design decisions.

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

Remote | US & India
- Increased client brand presence and user engagement by 20% through responsive website designs.
- Translated client business needs into compelling visual designs, ensuring seamless user experiences.

UP

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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

Visual Design
Brand Identities • High-Fidelity Visuals • Typography • Color Theory • Layout Design • Interactive Experiences

Design
Prototyping • Wireframing • User Flows • Design System • Web Accessibility • WCAG 2.0 • Interaction Design • Responsive Design • App Design

Collaboration
Cross-functional Collaboration • Design Strategy • Problem-Solving • HTML • CSS • JavaScript • React

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

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

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