



PATEL PRIYANKA



CREATIVE DESIGNER

Portfolio

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

Behance:
behance.net/priyanka_createweb

LinkedIn: [in/priyankaapatel.designer](https://in.priyankaapatel.designer)



My Profile

Creative designer with 5+ years of experience crafting intuitive, scalable digital experiences. With a background in web design and front-end development, I focus on purpose-driven design, making decisions based on research and data to deliver solutions that delight users and meet business goals. I embrace feedback and iteration, designing for real people, not just an idealized vision.



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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

Work Experience

UX/UI designer

Velosaty, 2023 - Now

- Fostered communication across teams, improving project efficiency and collaboration by 50%.
- Led and enhanced the design system, boosting team efficiency by 30% with streamlined handoff processes.

UX/UI designer

SONNY, 2023 - 2024

- Developed wireframes, interactive prototypes, and high-fidelity designs to clearly communicate concepts for both user types.
- Optimized journeys and interactions to improve the shopping experience and boost user satisfaction.



Skills

- Soft skills: Cross-functional Collaboration • Design Strategy • Problem-Solving
- Collaboration Tools: Jira • Trello • Notion • Confluence • Microsoft Teams • Slack • Zoom • GitLab • Bitbucket
- Dev: HTML • CSS • JavaScript • React
- Software: Figma • FigJam • Adobe XD • Google Workspace • Maze • Miro • Microsoft Office • Google Analytics • Photoshop • Illustrator • Lucidchart • ChatGPT • Gemini (AI Tools) • Framer • ZeroHeight • SurveyMonkey • Canva



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



Certification

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

Work Experience

Front-end developer

Broadridge, 2021 - 2023

- Partnered with cross-functional teams to create user-focused solutions for desktop and mobile, ensuring accessibility.
- Researched UI libraries and frameworks to assess strengths and guide strategic design decisions.

UX/UI designer

Freelancer, 2017 - 2020

- Concepted, prototyped, and launched user-centered products, driving improvements from feedback.
- Worked closely with clients to translate business requirements into intuitive, accessible designs.

Web designer

Cactus Creatives, 2016 - 2017

- Drove profitability through website revamps and new designs, informed by competitive analysis, wireframes, mockups, and optimized user flows.

Maternity Career Break

2014 - 2015

- My career break focused on family, enhancing my time management and problem-solving skills.

Web designer

Digital Xpressions, 2012 - 2014

- Designed and developed responsive websites, translating business goals into UX.

Web designer

Cactus Creatives, 2010 - 2011

- Designed intuitive interfaces for seamless navigation and a smooth user experience.