



# PATEL PRIYANKA



DESIGNER

## Portfolio

**Portfolio:** (Password: Innovator)  
[priyankaapatelgit.github.io/portfolio/](https://priyankaapatelgit.github.io/portfolio/)

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

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



## My Profile

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.



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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

- 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%.
- Led early-stage design sprints and brainstorming sessions to transform product ideas into designs.

### UX/UI designer

SONNY, 2023 - 2024

- 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%.



## 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

- 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%.

### UX/UI designer

Freelancer, 2017 - 2020

- 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.

### Web designer

Cactus Creatives, 2016 - 2017

- 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, 2012 - 2014

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

### Web designer

Cactus Creatives, 2010 - 2011

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