

# ravina patel

product designer @cornell university

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ravinapatel.github.io

## education

**Cornell University** B.S. Computer Science Aug. 2018 - May 2022

- Minor: Information Science, UX Design
- Relevant Coursework: Digital Product Design, Honors Object-Oriented Programming, Intro to Game Design, Innovation and New Product Management, Networks

## experience

**WAY** Product Design Intern May 2020 - Present

- Redesigned the order placement flow to optimize efficiency.
- Created a design system to standardize elements across WAY's product suite.

**Paravane Ventures** UX Design Consultant May 2020 - Present

- Identified pain points in current designs, and redesigned websites to better meet user needs for several Paravane companies.

**Cornell AppDev** Product Designer Sep. 2019 - Present

- Designed apps for over 5K students to make campus life easier.
- Leveraged customer data analytics to identify pain points, and redesigned accordingly to increase feature discovery.

**VidMob** Motion Design Intern Jul. 2019 - Sep. 2019

- Evaluated the work of graphic and motion designers to pitch potential creators to become VidMob Creators.

## projects

**Exceed** Product Designer Jul. 2020

- Designed an app that allows busy professionals to continue growing in their industries.
- Winner in a design case competition (contact me for details).

**Let's Meet** Product Designer & Developer Dec. 2019 - Feb. 2020

- Streamline the process of finding a time to meet.

**Snap Cliques** Product Designer Jan. 2019 - May 2019

- Researched user needs to prototype a feature that increases personalization and social interactions in Snapchat's Discover page.
- Conducted usability tests to iterate and improve the design.

## activities

**Intro to Digital Product Design** • Instructor

Taught lectures and led critique sessions on product thinking, interaction design, and visual design.

**Big Red Raas** • Captain, Marketing, Dancer

Led a team of 30 dancers and maintained the team's social media presence.

## skills

Product Thinking  
User Research  
UI Design  
Visual Design  
Interaction Design  
Usability Testing  
Wireframing  
Prototyping

## tools

Design	Code
Sketch	React.js
Figma	HTML
InVision	CSS
Framer	Python
Photoshop	Java
After Effects	Verilog

## honors

- **2X** Paravane Ventures Product Design Case Winner
- **10X** Instagram Art Contest Winner
- Dean's List