

RAVINA PATEL

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Experience

Cornell AppDev | Product Designer

SEP. 2019 - PRESENT

Leveraged customer statistics and user research insights to prototype a more effective onboarding system for Eatery – a Cornell dining app with over 6,000 monthly users.

Researched business needs to design and develop a web interface for receiving and responding to customer service requests.

VidMob | Motion Design Intern

JUL. 2019 - SEP. 2019

Evaluated the work of graphic and motion designers to pitch potential creators to the company.

Analyzed customer insights to discover what design decisions are most effective for mobile advertisements.

Freelance | Graphic Designer

MAY 2017 - PRESENT

Designed materials including logos, campaign brands, apparel, and brochures for several organizations of up to 300 members.

Projects

Let's Meet | Product Designer & Developer

DEC. 2019 - PRESENT

Researched and conducted interviews to understand the needs of groups trying to find a time to meet.

Designing an app from scratch and working with a small team of developers to develop the product.

Snap Cliques | Product Designer

JAN. 2019 - MAY 2019

Researched, designed, and prototyped a feature to increase personalization and social interactions in Snapchat's Discover page.

Conducted usability tests to iterate and improve the design.

Education

Cornell University

AUG. 2018 - MAY 2022 | GPA: 3.58

B.S. Computer Science

Minor: Information Science (UX)

Relevant Coursework: Digital Product Design, Object-Oriented Programming, Intro to Game Development, Innovation and New Product Management, Networks

Activities

Digital Product Design

Teaching Assistant

JAN. 2020 - PRESENT

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

Skills

User Interviews
Information Architecture
UI Design
Visual Design
Graphic Design
Usability Testing
Wireframing
Prototyping

Design Tools

Sketch, Figma, InVision, Photoshop

Programming

React, JavaScript, HTML, CSS,
Python, Java, C, Verilog