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 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

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 developers to solve this issue.

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

B.S. Computer Science
Minor: Information Science (UX)

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

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