

# Shivam Patsariya

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East York, ON | LinkedIn | Portfolio

## Professional Summary

Seasoned UI/UX Designer and Digital Strategist with 8+ years of experience delivering innovative, user-centric designs that drive engagement and business growth. Proficient in Figma, Adobe Creative Suite, Sketch, and Framer, with expertise in prototyping, motion graphics, and responsive web design. Skilled in integrating design thinking and data-driven strategies to improve product usability. Strong communication and collaboration skills with a track record of adapting to new challenges and industries.

## Professional Experience

### Technical Lead (UI/UX Design) | Virgin Plus (Tech Mahindra), Remote | Dec 2021 – Present

- Improved user engagement through redesigned interfaces for the 'My Benefits' app and website.
- Conducted user interviews and tests, driving design decisions that enhanced usability.
- Created interactive prototypes and integrated micro-interactions, boosting stakeholder approvals.

### Senior Analyst – Visual Design | Accenture, Remote | Dec 2021 – Dec 2023

- Designed 300+ client-focused concepts, increasing proposal acceptance rates by 15%.
- Developed infographics and visual presentations that simplified complex data for executive audiences.
- Reduced design turnaround times by 55% through optimized workflows and templates.

### Senior Graphics Designer | Media.net, Remote | Nov 2021 – Nov 2023

- Produced 6000+ high-quality multimedia assets, achieving a 10% increase in campaign engagement.
- Designed mobile app interfaces that enhanced user interaction and improved retention rates.

### Product Designer | Flipkart, Remote | Jun 2020 – Sep 2021

- Designed UI/UX for the Shopsy and 2GUD apps, boosting retention rates by 18%.
- Produced instructional videos, reducing user onboarding time by 25%.
- Established brand guidelines, ensuring a consistent brand identity across all platforms.

### User Experience (UX) Designer | NGI Ventures, India | Apr 2019 – Jun 2020

- Designed intuitive and visually appealing user interfaces for mobile applications.
- Produced high-quality instructional videos to educate customers and enhance their experience.
- Established comprehensive brand guidelines, ensuring a consistent brand identity across touchpoints.
- Compiled and presented quarterly analytics reports, providing insights to stakeholders.

### User Interface Designer (Creative Head) | OdinMo (Formerly MSS Payments), India | Feb 2018 – Jan 2019

- Designed user interfaces for mobile and web application dashboards, improving usability by 15%.
- Created compelling banners for websites and social media, driving engagement by 20%.

### UI Designer & Software Engineer | Launchers World Software India | Jul 2016 – Jan 2018

- Produced engaging promotional videos for mobile apps on the Play Store, effectively showcasing key features and driving user acquisition.
- Designed visually appealing and user-friendly mobile application user interfaces (UI), ensuring a seamless and intuitive user experience.

- Developed websites using WordPress, implementing custom designs and ensuring optimal performance and user engagement.
- Created eye-catching app showcase banners for the Play Store, effectively communicating app features and value propositions to potential users.

#### **Founder & Lead | Aashayen Foundation, India | 2015 – 2021**

- Managed a team of 50+ volunteers, providing education to 300+ children in underserved communities.
- Raised \$10,000+ for community initiatives through events and partnerships.

#### **Core Competencies**

- **UI/UX Design:** Prototyping, Wireframing, Interaction Design, Responsive Web Design
- **Technical Skills:** HTML, CSS, WordPress, Adobe Creative Suite, Microsoft Office, Framer
- **Marketing & Strategy:** Digital Marketing, E-commerce Design, Email Marketing
- **Soft Skills:** Collaboration, Leadership, Time Management, Communication

#### **Certifications**

- UI/UX Design Specialization – California Institute of the Arts, 2023
- An Introduction to Accessibility and Inclusive Design – University of Illinois, 2023
- Design-Led Strategy: Design Thinking for Business Strategy and Entrepreneurship – University of Sydney, 2023
- Fundamentals of Graphic Design – California Institute of the Arts, 2023
- Introduction to Generative AI – Google Cloud, 2023
- Design Thinking for Innovation – University of Virginia, 2023
- Google Digital Marketing & E-commerce Professional Certificate – Google, 2023
- Digital Marketing Specialization – University of Illinois Urbana-Champaign, 2023

#### **Education**

- **Graduate Certificate in Global Business Management** (April 2025) – Fleming College, Toronto, ON
- **Bachelor of Engineering (BE) in Computer Science** (July 2016) – Jiwaji University, India

#### **Languages**

- English
- Hindi

#### **Social URL**

**LinkedIn** - <https://www.linkedin.com/in/shivampatsariya/>

**Behance (Design Portfolio)** - <https://www.behance.net/shivampatsariya>