TULSI PATEL

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Creative technologist specializing in AI/XR experiences and data-driven solutions. Demonstrated expertise in converting research insights into engaging products reaching millions of users across CNN, Niantic, and Apple. Combines expertise in design, development, and storytelling to create innovative digital solutions.

EDUCATION

Yale University, New Haven, CT   *Graduated May 2023*
BA in Digital Age Studies with extensive coursework in Cognitive Science
GPA: 3.85

PROFESSIONAL EXPERIENCE

Liquid City, London, UK   *September 2023 - Present*
Designer

- Develop immersive XR/AI-based experiences for clients like Niantic and Apple through rapid prototyping, user research, and iterative design, reaching 10,000+ downloads and hundreds of daily users.
- Design and implement AI personality systems using node-based LLM architectures and AI character platforms, crafting engaging character interactions for AR/VR experiences.
- Spearhead visual storytelling initiatives across product demos and marketing campaigns, translating complex XR/AI concepts into compelling narratives that drive stakeholder buy-in and user engagement.

Experiment Zone, Remote   *July 2023 - January 2024*
UX Designer

- Redesigned dozens of webpages using Figma to improve client sales through CRO (conversion rate optimization), focusing on visual hierarchy and legibility while maintain client branding preferences.
- Analyzed user behavior and data from A/B tests to refine and enhance user experience.
- Contributed to websites with millions of daily views, significantly improving user engagement and conversion rates through data-driven research.

CNN, Atlanta, GA   *June 2022 - August 2022*
UX Research Intern

- Architected social media strategy targeting Gen-Z/Millennial audiences, projected to drive 15% membership growth for CNN Community platform of 7000+ members through data-driven engagement tactics.
- Led cross-functional growth initiative spanning CNN Audio, Digital, and Television teams, redesigning community recruitment framework to capture actionable insights across platforms.
- Synthesized insights from 1000+ survey respondents and conducted 5+ in-depth user interviews to develop video-based presentations that shaped platform design strategy and community engagement initiatives.

dcdx (formerly Gen Z Designs), Remote   *February 2021 - May 2021*
Head of Research

- Led research initiatives that secured 3 new business opportunities and expanded market presence within first month.
- Conducted comprehensive Gen-Z research through 3 long-term studies, including 50+ interviews and 100+ survey responses, translating findings into creative storytelling deliverables.
- Redesigned social media strategy and content, growing Instagram following by 200+ in two weeks.

Skills

- Design: Figma, Photoshop, InDesign, Premiere Pro, After Effects, Womp, Blender
- Development: HTML, CSS, JavaScript, Unity, 8th Wall, InWorld
- Research: User Interviews, Wireframing, A/B Testing, Python, R, STATA
- Languages: Gujarati (native), Hindi (native), Korean (intermediate), Spanish (elementary)