Tvisha Patel

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EDUCATION

University of California, Santa Barbara
B.S. in Psychological and Brain Sciences with an Art & Technology minor
Honors, Distinction in Major, Phi Beta Kappa

SKILLS

Technical Skills: Figma, Adobe Creative Suite, JIRA, Google Suite, Javascript, HTML, CSS, Python, R, TypeScript, React, Notion, Slack, Copilot, utilizing AI into workflow.

Languages: Native speaking in English, intermediate in Spanish.

EXPERIENCE

Strawberry.me   Palo Alto, CA
Founding Product Designer   June 2024 - Present
- Lead the end-to-end creation of a scalable design system as the only designer in close collaboration with engineering, product, and leadership stakeholders.
- Design and implement responsive web interfaces using HTML, CSS, and TypeScript, translating product needs into intuitive user experiences.
- Contribute to $10M in revenue growth by leading design decisions that directly improved conversion, retention, and usability.
- Collaborate cross-functionally with PMs, engineers, and data teams to build user flows and final UIs across the platform.

BetterHelp, Inc.   Mountain View, CA
Product Design Intern   June 2023 - September 2023
- Implemented multiple projects on all consumer- and therapist-facing pages following iterations, successful sprint, and hand-off to the software development team.
- Conducted heuristic and competitive analysis to identify 20+ pain points and goals, which informed the development of a testable prototype featuring 50+ web and mobile screens.
- Collaborated with UX writers, data scientists, developers, and product managers to redesign video session testing features on BetterHelp's consumer- and therapist-facing pages through user flows, information architectures, low and high fidelity wireframes, and interactive prototypes.

Hegarty Spatial Thinking Lab   Santa Barbara, CA
Honors Thesis Researcher   September 2023 - June 2024
- Conducted research on the effect of button design on the navigational efficiency of websites, one of the 15 posters selected to be displayed at UCSB Library Showcase of Undergraduate Research out of 240 posters, manuscript to be published in URCAJ.
- Designed procedure, recruited 120 participants, and collected data in an in person environment.
- Analyzed results with R, identifying design elements that enhance user navigation on a website.

PoolUp, LLC   Santa Barbara, CA
UI/UX Design Intern   January 2023 - March 2023
- Met cross-functionally with 1 product manager, 2 product designers, 2 software engineers, and 2 executives to discuss company product roadmap, debrief intern task progress, and examine ways to evolve current design system weekly.
- Conducted A/B testing and usability testing to identify user pain points and ideate new features for mobile app launch.
- Created quality user surveys, wireframes, high-fidelity designs, and prototypes on tight deadlines.

EchoKids, Inc.   New York City, NY
UI/UX Design Intern   June 2022 - August 2022
- Redesigned 30+ pages in desktop and mobile views, resulting in a 200% increase in user retention and users.
- Conducted 8 user research interviews and competitive analyses, provided heuristic evaluation of user interfaces.
- Worked cross-functionally with 7-person team of developers, designers, and marketers.
- Presented work to 1 executive stakeholder weekly, evaluated user requirements in collaboration with 2 team members and CTO.

HONORS

Bumi
UX Designer   August 2021
- College + Instagram Creative Jam with Adobe XD — Honorable Mention, International, top 5%.

LocalLove
UX Designer   July 2021
- College + Target Creative Jam with Adobe XD — Honorable Mention, International, top 7%.