

URVESH PATEL

Product Designer

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EDUCATION

VCU Brandcenter

M.S. in User Experience Design
Expected Graduation: May 2022

Virginia Commonwealth University

B.S. in Information Systems
Aug 2017 - May 2020
GPA: 3.40/4.0

SKILLS

Design

Interaction Design, Mixed Reality (AR/VR),
Storyboarding, User Flows, Wireframing,
Prototyping, Data Visualization

Research

Guerrilla Research, User Interviews,
Journey Mapping, Contextual Inquiries,
Competitive Analysis, Usability Testing

Tools & Languages

Figma, Sketch, Invision, Balsamiq, Marvel,
OmniGraffle, Photoshop, Illustrator,
After Effects, HTML/CSS, Javascript

Collaboration

Organizing Workshops, Facilitating
Design Critique, Project Management,
Design Sprints, Task Management

LEADERSHIP & COMMUNITY

Founder & Lead Design Instructor Creative Academy

Facilitate 4+ design lessons per week and
provide 1:1 mentoring for over 250 design
students during the COVID-19 pandemic.

President & Creative Director VCU BAPS Campus Fellowship Club

Lead a team of 10 coordinators in
developing all promotional and print
material for the club which hosts 300+
members.

WORK EXPERIENCE

User Experience Designer | BAPS Charities

Richmond, VA | Nov 2018 - Present

- Redesigned the web-platform that increased conversion and return rates by 85% compared to 20% from the previous year.
- Currently the sole UX designer, leading the organizations' web and mobile design by successfully identifying complex pain-points, introducing design thinking methods, and usability testing.

Product Design Intern | Agora Financial

Baltimore, MD | May 2018 - Sep 2018

- Worked in tandem with engineers, product managers and the overall UX team to design creative and intuitive design solutions for the primary web and mobile product.
- Contributed to the creation, organization, and distribution of project style guides, pattern libraries, and asset repositories.

Junior Graphic/ Visual Designer | BAPS Charities

Richmond, VA | Nov 2015 - Jan 2018

- Collaborated with marketing team to develop and execute the full spectrum of creative content such as print collaterals, signage designs, motion designs, promotional graphics, etc.
- Specialized in brand development, environmental graphic design, and communication design that involve campaign conceptualizing, information visualization, digital advertising, and creative writing.

Teaching Assistant (Design) | VCU School of Business

Richmond, VA | Jan 2018 - March 2019

- Recruited by the Assistant Professor for Information Systems to create an online platform to help non-design faculty and students learn the principles of visual design and typography.

SELECTED PROJECTS

Simplytrak | Sep 2017 – Oct 2017

- A web platform designed for students and administrators of VCU ease the equipment rental and inventory management process.

Oasis | May 2019 – June 2019

- An app that serves as a personal assistant to international students by helping find local resources, services and essential information to have an overall better college experience.