

URVESH PATEL

User Experience + Product Designer

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EDUCATION

M.S. in User Experience Design

VCU Brandcenter

Expected May 2022

B.S. in Information Systems

Virginia Commonwealth University

Expected May 2020 // GPA: 3.40

TOOLS

Programs

XD
Figma
Sketch
Illustrator
Photoshop
OmniGraffle
Marvel
Invision
Principle
Balsamiq
Adobe Suite
HTML/ CSS
Javascript

SKILLS

Design & Research

Sketching
Wireframing
Prototyping
User Personas
Journey Mapping
Affinity Diagramming
Card Sorting
User Interviews
Guerrilla Research
Survey/ Observation
Competitive Analysis
Usability Testing
Heuristic Evaluation

LEADERSHIP & AWARDS

Visual Designer,

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.

President, VCU Asian Design Club

Organize design workshops and hackathons to foster a tight-knit community of Asian student designers.

EXPERIENCE

Lead Design Instructor

Creative Academy // March 2020 – Present

- Facilitate 4+ lessons per week & provide 1:1 mentoring for over 500 design students during the Covid-19 pandemic due to school closures & an increasing need for virtual education.
- Manage groups of 10 - 15 instructors for different classes offered within the academy.

User Experience Designer

BAPS Charities // November 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 conducting usability testing.

Product Design Intern

Agora Financial // May 2018 – September 2018

- Conducted usability tests and heuristic evaluations on Agora products and presented findings and design recommendations to product managers, designers, and engineers.

Junior Graphic & Visual Designer

BAPS Charities // November 2013 – December 2016

- Designed various packages, banners, brochures, logos, and style guides to be used in locations worldwide.

SELECTED PROJECTS

SimplyTrak // September 2017 – October 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.