

# URVESH PATEL

## Product Designer

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### 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 concepting, 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

- Managed a team of 3 designers to build a web platform that digitized the equipment rental and inventory management process at all library locations across VCU.

#### Travelbud | September 2019

- Led the design team to build an application that reimagines how solo travelers meet and have memorable moments.

### 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

### 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.

### 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