

# URVESH PATEL

User Experience + Product Designer

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## TOOLS

### Designing

XD  
Figma  
Sketch  
Illustrator  
Photoshop  
OmniGraffle

### Prototyping

Marvel  
Invision  
Principle  
Balsamiq  
Adobe Suite

### Coding

HTML/ CSS  
Javascript

## SKILLS

### Generative Research

Sketching  
Wireframing  
Prototyping  
User Personas  
Journey Mapping  
Affinity Diagramming

### Formative Research

Card Sorting  
User Interviews  
Guerrilla Research  
Survey/ Observation  
Competitive Analysis

### Summative Research

Usability Testing  
Heuristic Evaluation

## LEADERSHIP & AWARDS

### Best Usability Design, Wayfinder App

VCU Innovation Challenge Competition  
(October - November 2018).

### 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.

## EDUCATION

### B.S. in Information Systems

Virginia Commonwealth University

Expected May 2020 // GPA: 3.50

## WORK EXPERIENCE

### Product Designer

BAPS Charities // November 2017 – 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.

### Design & Video Intern

Agora Financial // May 2018 – September 2018

- Managed all aspects of video production including research, development, shooting prep, recording, editing, delivery, and programming.
- Utilized Adobe Creative Suite to design promotional materials both in print and digital form, including banners, brochures, overlays, and solutions for social media platforms.

### Freelance Designer

Upwork // January 2017 – February 2018

- Consulted with clients for a variety of cross-media projects involving branding, logos, illustrations, web & mobile interfaces for startups & high profile clients like Amazon, Dunkin' Donuts, and Relative Dynamics.

## 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.