Shivani Patel

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PROFESSIONAL SUMMARY

I'm an accomplished Senior Product Designer with over 8 years of expertise in Product Design and User Experience. I specialize in leading cross-functional teams and fostering collaborative partnerships across diverse industries. My approach is rooted in a deep understanding of human behavior, innovative business strategies, and cutting-edge technology.

WORK EXPERIENCE

New Meridian   **Remote - New Jersey**
Senior Product Designer   Oct 2023 – Mar 2024

- Orchestrated design initiatives to optimize user interfaces, leveraging data-driven insights from usability testing and feedback loops. Achieved a 20% increase in conversion rates for consumer-facing mobile and web applications.
- Established and maintained design guidelines, style guides, and design system components, fostering seamless collaboration between product management, engineering, and data analyst teams. This accelerated the product development process by 15%.
- Utilized quantitative and qualitative data analysis to identify key pain points and implement design solutions, resulting in a 25% increase in user engagement metrics across platforms.
- Utilized technical proficiency to design with developer workflows in mind, ensuring accurate implementation via knowledge of HTML and CSS, resulting in a 15% reduction in time-to-market for new features and product updates, enhancing solutions to the end-users.
- Spearheaded initiatives to embed accessibility principles into the product development process, leading to a 40% increase in compliance with accessibility standards, ensuring a more inclusive user experience.

Red Scope Studios   **Remote - New Jersey**
Senior User Experience Designer   Nov 2021 – Oct 2023

- Consulted with diverse clients to incorporate quantitative and qualitative inputs, identifying pain points and personas. Developed journey maps and created low/high fidelity prototypes.
- Crafted user-centric solutions, addressing customer needs and leveraging user research. Achieved a 25% increase in task completion rates and a 35% boost in user engagement.
- Evaluated product design features implemented by the engineering team, ensuring alignment with user needs and business goals.
- Utilized design tools such as Figma and Miro to ideate, build wireframes, prototype, and iterate on product designs.

Education Testing Services (ETS)   **Princeton, NJ**
User Experience Designer   June 2016 – May 2020

- Developed web and mobile wireframes, facilitating communication with engineering teams and internal stakeholders. Reduced development time by 35%.
- Translated concepts into highly functional designs through information architecture and user flows, collaborating closely with development teams.
- Conducted heuristic evaluations to streamline user flows and ensure compliance with accessibility standards, leading to prioritized design improvements.
- Led the design for the TOEFL Registration system's mobile application, web application, and responsive websites, resulting in significant improvements in user completion and call center volume reduction.
- Mentored 10 team members, imparting product specifics and design best practices.

EDUCATION

University of Houston   **Houston, TX**
Bachelor of Science (BS) in Business Administration, Economics

- Organizations/Awards: MGC President, Dean's Honors List, Orientation Team VP, KPhiG President

SKILLS & INTERESTS

Design: Sitemap Strategy | Wireframes | Interaction Models | Visual Design | Concept Boards | Motion Design | Prototyping | Style Guide | Pattern Library | Design System

Research: Service Design| Heuristic Analysis | Journey Mapping| Storyboarding |User Persona| User Testing| Competitive Analysis| User Interview| Card Sorting| Affinity Mapping

Applications: Adobe Illustrator, InDesign, Photoshop, XD | Figma| Axure |Sketch | InVision | Jira | Azure Dev-ops | ProductBoard| HTML5 + CSS | JavaScript