

Shrinali Patel

Experience Designer

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About

Multidisciplinary creative with 4+ years experience delivering elegant, innovative design solutions that excite consumers and grow brands.

Skills

UX + UI Design
Prototyping
Wireframing
Journey Mapping
Web / Mobile Design
User Research + Strategy
Information Architecture
Usability Testing
Typography
Design Systems
Photo + Video Editing
Agile Methodologies

Tools

Figma
Sketch
InVision
Adobe Suite
Google Suite
HTML / CSS

Education

**BA, Visual Communication,
Minor, Entrepreneurship**

University of Michigan, May 2021

Strategic Insight & Agency Program

Rhode Island School of Design, Dec 2021

Study Abroad, Accessibility in UX

University of the Arts London, June 2020

Cert., Enterprise Design Thinking

IBM, 2020

Experience Designer, **Wongdoody** Powered by Infosys

New York, New York (Sep 2021 – Present) | Digital Innovation Agency

- T-Mobile: Executes full web + app interface redesign using new design system, implementing complex components and patterns to build hand-off ready prototypes using Figma.
- Demonstrates collaboration and communication skills across T-Mobile's cross functional teams and stakeholders to understand product requirements and development feasibility to accordingly apply customer- focused, accessible deliverables.

Visual Designer, **Boosted**

Pittsburgh, PA (Mar 2020 – Jan 2021) | Agency + Service Platform

- Co-led UX design for B2C channel; Transformed purchasing experience by adding visual cues and redesigning customer journey to decrease cart abandonment and increase conversion rate by 34% (KPI Measurements).
- Created personalized e-commerce web stores for 8+ clients using Webflow and Shopify spiking their merchandise sales.

UX/UI Design Intern, **Saganworks**

Ann Arbor, MI (Jun 2019 – Jan 2020) | AR/VR Application

- Spearheaded 15+ clickable prototypes for mobile + web platforms while collaborating with stakeholders, developers, and QA teams using agile methodology
- Moderated usability testing: think-aloud interviews, visual QA to gather qualitative/quantitative data to iterate designs.

Digital Designer, **The Michigan Daily**

Ann Arbor, MI (Jun 2019 – Jan 2020) | Campus News Publication

- Co-founded campus creative services agency (WMG) after locating a need for advertising design from local and national clients.
- Developed a design system for pricing and data visualization for 50+ product offerings, which improved customer experiences and reduced pricing inquiries.

Student Digital Director + Project Manager, **CHISL Consulting**

Ann Arbor, MI (Nov 2018– May 2021) | Student Led Organization

- Directed and mentored student teams in design/marketing strategy for 5 startups, optimizing their digital presence through KPI research, competitive analyses, rebranding, and strategic campaign formation.
- Most Recent Client – *Just Enough Wines*: Revamped product page by implementing interactive components and improving copy to increase time on page by 18% and centralize brand essence.