

Shrinali Patel

Product Designer

www.shrinalipatel.com

shrinalipatel@gmail.com

248.207.9677

Skills

UX/ UI Design

Prototyping

Journey Mapping

Usability Heuristics

Web + App Design

User Research

User Testing

Information Architecture

Customer Experience

Design Systems

Agile Methodologies

Problem Solving

Proposal Presentations

Team Collaboration

Graphic Design

Tools

Figma

Sketch

InVision

Adobe Suite

Google Suite

HTML/ CSS

Education

BA in Visual Communication,

Minor in Entrepreneurship,

University of Michigan

Strategic Insight & Agency

Program,

Rhode Island School of Design

Inclusive Information Design,

University of the Arts London

Enterprise Design Thinking,

IBM

Product Designer II, [TCS Interactive \(W12 Studios\)](#)

New York, NY (Mar 2023–Present) | Digital Innovation Agency

- Strengthened pitch deck format to integrate persuasive design principles and user-centered storytelling, fostering deeper client engagement and gaining a 40% increase in acquisition.
- Successfully delivered 3 prototyped products for Verizon Fios across web, app, and TV devices prioritizing user needs and aligning design solutions with business objectives improving overall UX.
- Led internal design initiatives such as design critiques, design sprints, and innovation workshops, driving creativity and problem-solving across the agency.

Experience Designer, [Wongdoody](#)

New York, NY (Sep 2021 – Feb 2023) | Digital Innovation Agency

- Conducted user research on diverse customer segments with varying abilities and accessibility needs, resulting in a 25% increase in user satisfaction among previously underserved demographics.
- Collaborated with cross-functional teams to bridge the gap between design and development, resulting in a 20% faster prototype development and handoff cycle.
- Presented design concepts and user research findings to executive leadership and stakeholders, advocating for customer-centric design strategies and investments in UX enhancements.

Museum Associate, [Fotografiska](#)

New York, NY (Sep 2022 – Feb 2023) | Photography Museum

- Led guided tours and facilitated museum functions such as exhibition installation, customer engagement events, and new member training, providing exceptional visitor experience.
- Demonstrated continuous learning and improvement, seeking opportunities to expand knowledge and skills relevant to boosting operational efficiency and visitor touchpoints.

Visual Designer, [Boosted](#)

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

- Created tailored, responsive web-stores for 10+ clients using Webflow + Shopify incorporating their visual identity and aesthetic preferences to showcase and monetize their personal brand.
- Enhanced checkout process with simplified form fields, progress indicators, and trust signals, resulting in a 10% improvement in conversion rates and 20% decrease in cart abandonment rates.