Shreya Patel

Product Designer

Lyon, France

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PROFESSIONAL SUMMARY

With over 6 years of experience in the design industry, including more than two years specializing in UI/UX design and four years as a Visual Designer, I have developed a comprehensive skill set that includes:

- Proficient in creating user-centric designs, integrating visual identities and design systems to enhance digital user experiences.
- Demonstrated expertise in intuitive UI/UX design, grounded in thorough user research and data synthesis, defining clear user flows and interactions.
- Managed the entire design process from concept to execution, aligning products with user needs and business goals, incorporating effective stakeholder management.
- Skilled in conducting in-depth user research and translating findings through data synthesis, driving innovative design improvements and user-focused solutions.
- Adept at creating high-fidelity prototypes and detailed wireframes, employing design systems to ensure coherent communication of design intent and functionality.
- Collaborated effectively with product teams and developers, ensuring the seamless integration of UI/UX designs and design systems into final product implementations.
- Contributed in designing beta versions of software products and website redesigns, focusing on user engagement and satisfaction through thoughtful design and user research.

Some of the many UI/UX projects I've worked for:

- Timeless Investments - Mobile Application and Website
- SEO Vigil - Beta version software
- PrintFlow - Beta version software

WORK EXPERIENCE

UI/UX Designer (Working Student)

March 2023 - February 2024

Timeless Investments • Hybrid

- Creation and standardization of all visual identity including branding elements across the user journey (such as social media platforms, advertisements like posters, thumbnails, e-mailers especially for marketing purposes, press kits and PR events)
- Visualisation of design ideas based on user scenarios, user journeys, storyboards, wireframes, mockups and clickable prototypes
- Development and design of UI elements and prototypes that clearly illustrate the user flow,look & feel
- Coordinating with product owners and collaborating with software developers on the implementation of UI designs
- Supporting the visual implementation of our design system, including animations, icon design etc and maintenance of core components.
- Working closely with software developers and product owners on the technical implementation of the design system
- Providing assets which are animated and detailed concepts for specific online marketing campaigns.

Freelance Product Designer

December 2021 - March 2023

Various Projects • Remote

During my 1.5-year freelance tenure, I strategically conceptualized beta designs for two web products and orchestrated the successful redesign of over five websites, significantly enhancing their user experience and visual identity.

- Conducted user research and competition analysis for various projects
- Created Brand guidelines and user interface design systems
- Conducted usability testing
- Created wireframes and early design iterations
- Created high-fidelity prototypes

Senior Visual Designer

August 2020 - December 2021

Livspace.com • India

Livspace, is a home interior and renovation company headquartered in Singapore. It provides interior design and renovation services in Singapore and India. As a Senior Graphic Designer, I was handling a team of 3 people where I was responsible mainly email marketing and social media campaigns of B2B vertical.

Following are the responsibilities that I handle at Livspace

- Led a team of three, managing B2B-focused email and social media campaigns at Livspace.
- Drove brand engagement and visibility through strategic design and digital content.
- Enhanced lead generation and customer retention with targeted email marketing strategies.
- Developed and implemented effective social media campaigns for the B2B sector.
- Ensured consistent brand messaging across all digital platforms with compelling storytelling.
- Upheld high design standards, aligning all creative work with the brand's objectives.
- Collaborated effectively with various teams to align marketing strategies and creative execution.

Designer Partner

Dec 2018 - July 2020

22 Feet Tribal Worldwide • India

At 22 Feet Tribal Worldwide, a leading digital advertising agency in India, I contributed to developing social media creatives and packaging for high-profile global brands such as McDonald's, Spotify, Maybelline, and L'Oréal. I actively participated in various pitches and notably contributed to winning awards for exceptional social media campaigns, specifically for Spotify India.

- Crafted impactful visual content, elevating online brand presence through expert graphic design skills and creative innovation.
- Developed standout social media creatives and packaging designs, leveraging mastery in digital art tools and creative software.
- Led and executed award-winning digital advertising campaigns, achieving high engagement and industry recognition through creative excellence.

Visualiser

May 2017 - Dec 2018

Tonic Worldwide • India

At Tonic Worldwide, a prominent digital advertising agency in India, I contributed to numerous projects involving national brands, focusing on social media creatives, packaging, and more. My efforts led to winning several awards for the social media campaigns of Kotak Mahindra Bank.

- Collaborated closely with an Art Director, Copywriter, and Account Manager, contributing innovative ideas.
- Created exceptional social media content
- Developed engaging animated creatives.

EDUCATION

Master of Arts in Visual and Experience Design

Sep 2022 - February 2024 University of Europe for Applied Sciences • Berlin

Learned User Experience Design, Advanced User research methodologies, Speculative Design, Contemporary Leadership, Atlas of Design.

Wrote research paper and made working prototype

Bachelor of Fine Arts

Jun 2013 - May 2017 VNSGU • India

Learned Applied arts and advertising design and graphic Design

UX Cretifications

UX Design Kick-starter Workshop

GrowthSchool • 2021

Google UX Design Professional Certificate

Coursera • 2022

Introduction to Digital Accessibility

Interaction Design Foundation (IxDF) • 2023

Accessibility-First Design

Linked In• 2023

User Experience: The Beginner's Guide

Interaction Design Foundation (IxDF)• 2024

SKILLS

- User Experience Design
- User Interface Design
- User Research
- Usability Testing
- Figma Prototypes
- Qualitative and Quantitative User Research
- Inclusive Design
- Visual Deisgn
- Adobe Creative Cloud
- Email Marketing
- Company Presentation / Keynote Presentations
- Design System Designer
- Brand Designer
- Wireframing

HOBBIES

- Creating digital illustrations
- Listening music to find inspiration
- Watching series and movies that has compelling story lines
- Making DIY decor pieces