Dhruvi Patel

Product Designer

(+1) 240 918 2651
dhruvipatel2496@gmail.com
www.dhruvipatel.design
https://www.linkedin.com/in/dhruvipatel2496/

EDUCATION

MASTERS IN HUMAN COMPUTER INTERACTION
University of Maryland
College Park | 2018 - 2020

BTECH COMPUTER ENGINEERING
NMIMS | 2014 - 2018

SKILLS

- Interaction Design
- Visual Design
- Inclusive Design/Accessibility
- Wireframing
- Prototyping
- Usability Testing
- Participatory Design
- User Interviews
- Affinity Mapping
- Personas
- Survey Design
- Information Architecture

TOOLS

- Figma
- Sketch
- InVision
- Adobe Suite
- Atlassian Suite
- Miro
- UserZoom
- Maze
- Webflow
- HTML & CSS

EXPERIENCE

PRODUCT DESIGNER - PERPAY INC.
DEC 2020 - PRESENT

- Leading design projects across the entire product lifecycle.
- Collaborating with product, engineering & marketing teams to improve the user experience.
- Creating wireframes & high fidelity designs for various projects.
- Redesigned Perpay's dashboard which helped conversion by 4%.
- Created a design system to make design consistent, scalable, efficient & accessible.

UX DESIGNER - AMTRAK
JUNE 2020 - DEC 2020

- Designed high-fidelity screens for mobile applications and responsive websites.
- Conducted user research, analysis, and user testing for various projects for both mobile applications and responsive websites.
- Utilized analytics, survey data, and user interviews to build employee and customer personas for design and IA.
- Worked on creating a component library from the existing digital style guide.

UX DESIGN INTERN - AMTRAK
OCT 2019- MAY 2020

- Collaborated with different teams and supported the design lifecycle of Amtrak's mobile app.
- Conducted user research and usability tests for Amtrak's beta release for all three break points to improve the user experience.
- Created concept design for the digital marketing campaign of new Acela trainsets.

UX DESIGN & RESEARCH - IQ SOLUTIONS
AUG 2019- MAY 2020

- Conducted user interviews with caregivers of people with ADRD (Alzheimer's & Related Dementia) to understand their struggles and pain points.
- Synthesized research insights into visual artifacts representing the identity elements, and day-in-the-life of users, to communicate their needs and challenges to stakeholders.
- Created user flows, wireframes, and low to high-fidelity prototypes, to test and iterate over the app design.