



Miraj Patel

Designer, Greater NYC Area

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Skills & Expertise

User Experience

Moderating Research, Analytics
Design Sprints, Workshops
Competitive Analysis
Interviews, Creating Personas
Experience Maps, User Flows
Scenarios, Card-sorting,
Wireframing, Sketching,
Accessibility/Inclusive Design
Information Architecture,
Paper prototyping

Visual Design

Sketch, Figma, Adobe CC
Interactive prototyping
Flinto, Invision/Studio, Anima
Abstract, Zeplin

Development

Rapid Prototyping,
HTML, CSS, SASS, JavaScript
Bootstrap, FED Frameworks
PHP, AngularJS, Vue.js
Jekyll, Wordpress, Drupal
Git, Bitbucket

Education

B.S. Information Technology
Class of 2016

Concentration in Web
Applications, Minor in Human-
Computer Interaction (HCI)

College of Computing Sciences,
New Jersey Institute of Technology

Professional Experience

Prudential Financial

Product Designer, October 2016 - *Present*

- Owned and led the complete end-to-end journey and detailed outcomes of major digital products across multiple channels, devices, and platforms in Prudential's fast-moving customer office.
- Partnered autonomously with business stakeholders and cross-functional teams to facilitate workshops and deliver fully accessible, human-centered products and services using qualitative and quantitative data.
- Iterated on wireframes from low to high fidelities, and conducted moderated and unmoderated user tests through rapid-prototyping.
- Contributed new standards and guidelines to the design system and identified opportunities for reusability of patterns and components when commonalities across experiences already exist to maintain consistency and scalability.

Hertz

UX Developer Intern, May 2014 - August 2015

- Created a global style guide and UI patterns library for the responsive web framework, iOS apps and Android apps, which is now referenced by all Hertz brands globally.
- Redesigned the responsive web car rental reservation experience, and the iOS and Android mobile applications to improve usability and maintain consistency with the aforementioned style guide.
- The iOS app became the only 4-star rated travel-provider app and the Hertz Android app had a 62% increase in 5-star ratings and 91% in 4-star ratings within 4 months of launch.

Vydia

UX Design Intern, May 2013 - August 2013

- In collaboration with a small team consisting of the CEO, CTO and UX researcher, utilized human-centric design methodologies to design the end-to-end MVP of a product that allows music artists and record labels to monetize, promote and distribute music videos to television and online channels.
- Vydia is now a venture-capitalist backed startup utilized by major and upcoming artists around the world.

iSpeech

Web Designer, January 2012 - April 2012

- Designed low and high fidelity wireframes, developed webpages using HTML/CSS/JS and maintained the content to meet the needs of users of the applications, community developers and business partner for a technology startup specializing in text-to-speech.

Ande & Partners

Design Intern, July 2011 - August 2011

- Shadowed the Creative Director and participated in day-to-day activities including meeting with clients, conceptualizing ideas, conducting research and implementing concepts into designed projects.
- Learned the rules and fundamentals of designing, the business of freelancing, and gained a deeper understanding about brand and identity development.