

PORTFOLIO LINKS

Portfolio:

priyankaapatelgit.github.io/portfolio/

LinkedIn

in/priyankaapatel designer

Behance

[behance link](#)

Dribbble:

[dribbble link](#)

PROFESSIONAL SUMMARY

Experienced UX/UI Designer crafting intuitive, user-centered designs and solving complex challenges. With a strong foundation in web design and front-end development, I leverage Figma, design systems, and GenAI tools to create seamless, high-impact digital experiences. Skilled in cross-functional collaboration, I design solutions that drive business success and enhance user satisfaction.

EXPERIENCE

UI/UX Designer & Researcher – Velosaty (Sports Excitement)

August 2023 - Present

Remote | New York, NY

- Cross-Functional Collaboration: Fostered communication across teams, improving project efficiency and collaboration by 50%.
- Design System Consistency: Led and enhanced the design system, boosting team efficiency by 30% with streamlined handoff processes.
- User Research & Testing: Gathered insights from student-athletes to inform design decisions and enhance user experience.
- Design Thinking: Spearheaded brainstorming sessions to refine solutions, achieving impactful redesigns aligned with business goals.

UI/UX Designer – SONNY (Sports Excitement)

May 2023 - January 2024

Remote | New York, NY

- Designed Buyer & Seller Interfaces: Developed wireframes, interactive prototypes, and high-fidelity designs to clearly communicate concepts for both user types.
- Enhanced User Flows: Optimized journeys and interactions to improve the shopping experience and boost user satisfaction.

Front end developer – Broadridge Financial Solutions

January 2021 - May 2023

Remote | Newark, NJ

- High-Impact Design: Partnered with cross-functional teams to create user-focused solutions for desktop and mobile, ensuring accessibility.
- User Research & Analysis: Researched UI libraries and frameworks to assess strengths and guide strategic design decisions.

UI/UX Designer – Work as Freelancer

June 2017 - December 2020

Remote | US & India

- End-to-End Product Design: Concepted, prototyped, and launched user-centered products, driving improvements from feedback.
- Client Collaboration: Worked closely with clients to translate business requirements into intuitive, accessible designs.

EXPERIENCE

- Web Designer** — Cactus Creatives Pvt.Ltd. January 2016 - May 2017
In-person | Gujarat, India
- Strategic Design & Optimization: Drove profitability through website revamps and new designs, informed by competitive analysis, wireframes, mockups, and optimized user flows.
- Maternity Career Break** March 2014 - December 2015
• Career break focused on family, enhancing time management and problem-solving skills.
- Web Designer** — Digital Xpressions March 2012 - February 2014
In-person | Pune, India
- User-Centric Web Design: Designed and developed responsive websites, translating business goals into optimized user experiences via competitive analysis, mockups, and HTML5/CSS3.
- Web Designer** — Cactus Creatives Pvt.Ltd. August 2010 - November 2011
In-person | Gujarat, India
- Intuitive Interface Design: Designed intuitive interfaces for seamless navigation and a smooth user experience.

SKILLS

- Design**
Prototyping • Wireframing • User Flows • High-Fidelity Visuals • Information Architecture • Design System • Web Accessibility • WCAG 2.0 • Interaction Design • Responsive Design • App Design
- Research**
Usability Testing • User Research • User Personas • Data Visualization • A/B Testing • Journey Mapping • Site User Flows • User Interview • Data Analysis • Qualitative Research • Quantitative Research
- Soft skills**
Cross-functional Collaboration • Design Strategy • Problem-Solving
- Software**
Figma • FigJam • Adobe XD • Google Workspace • Maze • Miro • Microsoft Office • Google Analytics • Photoshop • Illustrator • Lucidchart • ChatGPT • Gemini (AI Tools) • Canva • Framer • ZeroHeight • SurveyMonkey
- Collaboration Tools**
Jira • Trello • Notion • Confluence • Microsoft Teams • Slack • Zoom • GitLab • Bitbucket
- Development Knowledge**
HTML • CSS • JavaScript • React

EDUCATION

- P.G. Diploma in Multimedia (Explorra school of design) - 2011
Master of Computer Application (Gujarat University, India) - 2010
B.S. in Microbiology (Gujarat University, India) - 2007

CERTIFICATIONS

- Accessibility IxDF - 2025 • AI for Designer IxDF - 2024 • Google UX Design Coursera - 2022

