

KIRAN PATEL

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Experience

Tru Performance | Product Designer

Toronto, Ontario | Dec 2023 - Present

- Worked with a cross-functional team to ensure tasks made it from user story to development within sprints, while leaving room for design grooming.
- Optimized sales demo flow and call to action for marketing website increasing sales demo requests by **73%**, and increasing overall conversion rate on pre-orders by **32%**.
- Utilized web analytics tools to generate insights about user behavior, allowing us to not only increase conversion, but provide better user experience as a whole.

Pritech Information Systems | Product Designer

Toronto, Ontario | Dec 2022 - Dec 2023

- Designed a mobile app that provides first aid courses to parents, allowing them to provide life saving measures for common emergencies.
- Increased add-to-cart rate by **37%** for an e-commerce website, by improving site copy, changing CTA placements, and adding social proof. Increased overall purchase conversion rate by **22%** and average order value by **34%**.
- Facilitated prototype walkthroughs with clients and stakeholders, ensuring their satisfaction with the product and the fulfillment of requirements.

Torinit Technologies | Product Designer

Toronto, Ontario | Oct 2021 - Oct 2022

- Worked with cross functional teams on multiple products in different industries.
- Participated and led moderated user testing sessions for real estate mobile application; assessing user behavior and gaining valuable insights on tasks and flows; leading to **42%** decrease in misclicks on the notification flow.
- Collaborated with design team to create site maps that captured client requirements, and presenting to stakeholders and management teams.
- Created component libraries and design systems for web and mobile based platforms; building design systems from scratch as well as tailoring existing systems.
- Provided insight and research regarding precedent and usability towards mobile and web based design projects.
- Lead designer on IoT mobile application from ideation to launch, focusing on the setup and remote monitoring of oil and well site assets.

Peopletail | UX Designer

Toronto, Ontario | Nov 2020 - Sep 2021

- Designed a mobile review engine from low fidelity wireframes into high fidelity mockups, as well as providing audits in the testing and live stages.
- Bridged the gap between designers and offshore developers, providing design walkthroughs and explaining core functionality .
- Designed website layouts & widgets to adhere to Shopify guidelines for e-commerce retail clients to utilize on their individual sites.
- Performed a UX audit of the live site, posing updates to call to action flow, which increased conversion on purchases by **48%**.

AI Tools

Chat GPT | UX Writing
Claude | Research Synthesis
Cursor | Rapid Prototyping
Figma Make | Design Acceleration
Google Gemini | Research
Relume | Prototyping
Midjourney | Visuals & Concepts
Base44 | Prototyping

Software

Figma Zeplin
Maze Webflow
Jira Confluence
Notion Miro
MS Office Maya
VS Code Github
Adobe Suite Sketch App

Education

George Brown College School of Design
Interaction Design and Development
Advanced Diploma

UX Principles | Coursera
Google Product Design | Udacity
UX Writing | UX Writing Hub
Content Design | UX Writing Hub