KIRAN PATEL

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EXPERIENCE

Tru Performance | UX Designer & Webflow Dev

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% on 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 in moderated user testing sessions for real estate mobile application.
- Collaborated with design team to create site maps that captured client requirements.
- Created component libraries and design systems for web and mobile based platforms.
- Provided insight and research regarding precedent and usability towards mobile and web based design projects.
- Lead designer on IoT mobile application, 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 an audit in the staging environment.
- 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%.

Interactive PDF | UX Design Intern

Toronto, Ontario | Jun 2019 - Sep 2019

- Conducted surveys to capture insights on user behavior when using iPDFs, allowing us to design desktop and mobile pages that adhered to user feedback.
- Designed navigation and interface for the Getting It Done® Rotman School of Management course manual for the University of Toronto.

Wordwrap Associates | UI Design Intern

Toronto, Ontario | Mar 2019 - Jun 2019

- Proposed alternate design concepts to bring younger users to the live website.
- Wireframed and mocked up high fidelity designs for the mobile version of the website.

PROJECTS

Corpus | Medicine Information App

- Shows the user information about the medication they are taking, as well as natural solutions.
- Allows user to scan prescription using text recognition to assist with accessibility on the app.

Ocasa | Hotel Television Software

- Provides a streamlined entertainment experience for hotel guests, with an easy-to-use interface housing many great features.
- Customizable software allows Ocasa to fit each hotel's unique branding and messaging, creating a cohesive experience.

SKILLS

Languages

- Javascript, HTML/CSS

Software

- Figma
- Zeplin
- Adobe Suite
- Sketch App
- Autodesk Maya
- Visual Studio Code
- Microsoft Office
- Maze User Testing
- Webflow

User Experience

- Prototyping & Wireframing
- Moderated User Testing
- User Research
- Conversion Optimization
- Interaction Design
- User Analytics & Insights

EDUCATION

George Brown College School of Design

Interaction Design and Development

Advanced Diploma

Langstaff Secondary School

Certificate of Business Achievement

EXTRAS

Secretary | Red Cross Foundation

Mentor | George Brown College

Technical Setup | Rogers Conference

Computer Assembly | PC Building

COURSES

UX Principles | Coursera

Google Product Design | Udacity

UX Writing | UX Writing Hub

Content Design | UX Writing Hub