Samir Patki

Product Designer

samirpatki.com ✦ samirptk@seas.upenn.edu ✦ in/samir-p8/

EDUCATION

University of Pennsylvania I Master's, Integrated Product Design　　　　　　　**Aug 2025 - May 2027 (Expected)**
- Joint program between Design, Engineering, and Wharton

Rutgers University I Bachelor's, Cognitive Science, Psychology　　　　　　　**Sep 2018 - May 2022**
- Honors College, Road to Silicon Valley Scholar, Ally Mentor, Rutgers IDEA Innovation Grant Winner

RELEVANT EXPERIENCE

UI/UX Designer I Ascend Hiring　　　　　　　**Mar 2024 - Present**
- Scaled SaaS website adoption to 18,000+ visitors in 6 months as measured by Google analytics through designing and shipping platform for pilots with Mount Sinai, CB Insights, and Worcester State University
- Reduced design debt 40% as measured by faster design-to-dev velocity by building scalable design system in Figma
- Secured pilot adoption and investor interest as measured by investor, Techstars, and M Accelerator outcomes by co-developing and pitching GTM strategy

UX Designer I C+A Global (HP, GE, Kodak, LyxPro, Barbie, Saris)　　　　　　　**Jul 2022 - Dec 2024**
- Boosted e-commerce revenue across 20+ brands and increased operational efficiency through UI/UX design, DesignOps, and accessibility for websites, apps, and hardware device interfaces
- Increased LyxPro e-commerce sales 95% YoY as measured by Shopify data by redesigning product flows and website
- Created Kodak SMILE+ app onboarding & photo editing experience for 100,000s of users to expand app functionality & improve app reviews

Content Designer I Kodely　　　　　　　**Dec 2021 - Apr 2022**
- Increased sales & partnerships of EdTech platform through content design, graphic design, and UX research
- Spearheaded design curriculum for 1,000s of students nationwide, teaching them the design process and fundamentals of design thinking

Co-Founder, Industry Director I Creative X　　　　　　　**Apr 2020 - May 2022**
- Founded Rutgers' largest and first UI/UX Design organization, scaling it to 600+ members; led projects, workshops, and mentoring helping students land internships and industry placements
- Directed CreateRU designathon with 200+ participants, negotiating corporate partnerships with Adobe, ADPList, Johnson & Johnson, Meta, and Wattpad

PROJECTS

Growth Designer & Developer I The Chartreuse Human　　　　　　　**Dec 2021 - Apr 2022**
- Increased sales & established presence for an NYC fashion brand on GTM and ecommerce strategy by designing & developing website

UI/UX Designer & Developer I Sahana Singh　　　　　　　**Apr 2020 - May 2022**
- Consulted with international author on digital growth strategy; launched website that attracted thousands of global viewers and created new monetization channels

SKILLS

Design: UI/UX Design, Advanced Prototyping, Design Systems, Interaction Design, Visual Design, Front-End Development, Product Strategy, Generative AI, Data Visualization,

Research: UX Research, A/B Testing, User Interviews, Usability Studies, Data Analysis, Accessibility (WCAG 2.2)

Tools: Figma, Penpot (Beta-tester), Webflow, Framer, Adobe Creative Cloud, Spline, Blender, Origami Studio 3, Rive, Airtable, Tableau, HTML 5, CSS 3, JavaScript

Languages: English (Fluent), Hindi (Professional), Marathi (Professional), Sanskrit (Beginner), Mandarin (Beginner)

Leadership & Certifications: Princeton Rehack Winner 2020 (Best Figma Use), Microsoft Essentials in Generative AI, Webflow Partner Certification, CreateRU 2023-2025 Judge & Mentor, USACS UHaccs 2022 Judge, IBM Enterprise Design Thinking