

Samir Patki

Product Designer

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EDUCATION

- University of Pennsylvania | Master's, Integrated Product Design** Aug 2025 - May 2027 (Expected)
- Joint program between Design, Engineering, and Wharton
 - Careers & Alumni Relations Officer, Penn Spark (UI/UX)
- Rutgers University | 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 | Ascend Hiring** Mar 2024 - Present
- Scaled SaaS platform to 18,000+ visitors in 6 months through Webflow design and development
 - Reduced design debt 40% as measured by faster design-to-dev handoffs by building scalable design system in Figma
 - Secured pilot adoption with Mount Sinai, CB Insights, Worcester State University as well as VC and accelerator partnership interest by co-developing and pitching GTM strategy
- UX Designer | 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 consulting, and accessibility for websites, apps, and hardware device interfaces
 - Increased LyxPro 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 total downloads by 32% and conversion rate by 12%
- Content Designer | Kodely** Dec 2021 - Apr 2022
- Spearheaded design curriculum for 1,000s of students nationwide, teaching them design processes and fundamentals of design thinking through interactive project-based curriculum
 - Increased sales & partnerships of EdTech platform through content design, graphic design, and UX research
- Co-Founder, Industry Director | 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 | The Chartreuse Human** Jan 2025 - Mar 2025
- Increased sales & established presence for an NYC fashion brand on GTM and strategy through website creation
- UI/UX Designer & Developer | Sahana Singh** Mar 2025 - June 2025
- 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, Affinity Mapping, A/B Testing, User Interviews, Usability Testing, Data Analysis, Funnel Analysis, Ethnographic Research, Accessibility (WCAG 2.2)

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

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