

Samir Patki

Product

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EDUCATION

University of Pennsylvania | Master's, Integrated Product Design

Aug 2025 - May 2027 (Expected)

- Wharton Artificial General Intelligence Collective, Wharton Impact Venture Associate, Careers & Alumni Officer
- Coursework jointly between Design, Engineering, and Wharton

Rutgers University | Bachelor's, Cognitive Science, Psychology

Sep 2018 - May 2022

- Honors College, Road to Silicon Valley Scholar, IDEA Innovation Grant Winner
- Coursework: Data Structures, Cognition & Decision Making, Neuroscience

WORK EXPERIENCE

Product Designer & Manager | Ascend Hiring

Mar 2024 - Aug 2025

- Scaled AI SaaS platform 0-1 to 18,000+ visitors in 6 months through development with Claude, v0, and Webflow
- Reduced developer handoff time 40% by building scalable design systems and for the target user model
- 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 (Clients: HP, GE, Kodak, LyxPro, Barbie, Saris)

Jul 2022 - Dec 2024

- Boosted e-commerce retail revenue across 20+ retail brands and increased operational efficiency through UI/UX, design systems, cross-functional stakeholders collaboration for websites, mobile 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 improve 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 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

- Championed 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

AI Product | Wharton Artificial General Intelligence Collective

Sept 2025 - Present

- Architecting core interaction model & design system for a synchronous multimodal tutoring canvas (ink + voice + text), defining how real-time student input is interpreted in under 400ms. Expected to improve student retention by ~20%

Product Designer | The Chartreuse Human

Jan 2025 - Mar 2025

- Converted first \$5,000 in sales post-launch for an NYC fashion retail brand with website development & GTM strategy

SKILLS

Design: UI/UX Design, Generative AI, Wireframes, Mockups, Advanced Prototypes, Design Systems, Interaction Design, Motion Design, Voice User Interfaces, Product Strategy, Information Architecture, Graphic Design

Research: UX Research, Affinity Mapping, Journey Maps, Blueprints, A/B Testing, User Interviews, Usability Testing, Data Analysis, Market Analysis, Ethnographic Research, Accessibility (WCAG 2.2)

Tools: Figma, Sketch, Penpot (Beta-tester), Adobe Photoshop, Illustrator, HTML, CSS, JavaScript, Python, Claude, Cursor, v0, ChatGPT, Gemini

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