Vrunda Patel

www.vrundapatel.com
vrunda259@gmail.com
848.319.8611 | Boston, MA
Green Card Holder

Work Experience

Website and Branding Product Designer - CrowdDoing
August 2022 - Present | Boston, MA
- Partner with 5+ creative team members to identify business needs and implement responsive design solutions, improving use engagement by 40%
- Craft innovative product solutions through research, competitive analysis, and a user-centric approach to drive a 15% increase in overall product satisfaction and enhance data-driven decision-making
- Foster a culture of creativity and team collaboration, contributing to the successful launch of 3 projects valued at approximately $200,000 for clients like Flourish.Science, and Relational Capital
- Drive continuous process improvements by leveraging customer insights to define the requirements of end-to-end product experiences and features

Marketing Designer - Anurakti (Touching lives with love)
January 2021 - September 2022 | Boston, MA
- Secured a 15% increase in click-through rates by spearheading A/B testing of different designs across multiple social media channels, including Instagram and Facebook
- Implemented user feedback loops, conducting regular usability testing to identify areas for improvement and inform design iteration
- Spearheaded the redesign of key product landing pages, resulting in a 40% improvement in user engagement and a 10% increase in conversion rates

iOS App and Website Product Design Intern - Snapbrillia
September 2021 - April 2022 | Boston, MA
- Leveraged user testing methodologies to assess and enhance website and app designs, contributing to a more user-friendly and intuitive interface for over 100,000 users
- Collaborated closely with cross-functional teams, including 5+ developers and 2+ product managers, to integrate user insights and create product enhancements
- Played a key role in 3 weekly design reviews and brainstorming sessions, providing valuable input to refine and optimize design concepts

Planned Career Sabbatical
October 2018 - September 2021
- Earned UX certification from N/N Group and relocated to the United States

Skills
Web Design
Graphic Design
UX/UI
Wireframing
Digital Design
Product Design
Customer Service
Typography
Print Design
Visual Design
Project Management
Team Collaboration
Competitive Analysis
User Behavior

Technologies

Software
Adobe Creative Suite (Illustrator)
MS Office (Word, Excel)
Sketch
Figma

Methodologies
Agile
A/B Testing
Benchmarking
Usability Testing
Card Sort
Tree Test
Empathy Mapping

Web Design/SEO
HTML
CSS
Copywriting
Copyediting

Education

Savannah College Of Art & Design
Masters Of Arts Graphic Design

Rachana Sansad College of Art &Design
BFA Graphic Design

UX Product Designer - Azuro.in
July 2016 - October 2018 | Mumbai, India
- Conceptualized and finalized 3 Minimum Viable Products (MVPs), successfully testing them across multiple user cohorts, driving a 15% improvement in user satisfaction scores
- Achieved a 30% reduction in lead acquisition costs by strategically designing and executing digital advertising campaigns targeting homeowners and tenants on popular digital platforms
- Engaged with cross-functional teams, delivering project designs, conducting market research, and presenting product prototypes based on specifications

UX Designer - Yuva Hindi Sansthan, Inc.
January 2016 - May 2016 | Edison, NJ
- Improved user experience and engagement by redesigning and optimizing 4 pages on the Squarespace website
- Redesigned content strategy by incorporating Hindi translations and culturally relevant imagery, significantly increasing target audience engagement by 30%
- Spearheaded research initiatives including tree testing, A/B testing, personas, interviews, and remote usability tests to gather data to support multiple projects

Certifications

Nielsen Norman Group
UX Certified