

# Dev Patel

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## WORK EXPERIENCE

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### Associate UX/UI Designer

EON - Series A Startup

2023 - 2024, New York, NY (Remote)

- Crafted mobile UX experiences for prominent retail clients such as COACH, H&M, and Chloé to connect physical retail products with an API-driven suite of post-sale services, including item event tracking, resale, dynamic product data, and brand communications.
- Collaborated with product, data, and engineering teams to redesign core user flows for claiming, transferring, and viewing EON's flagship digital product passports, creating detailed design guides for developers to build the envisioned design seamlessly and accurately.
- Led the design strategy of a new file upload flow for EON's Product Cloud CRM database, working closely with the data team to understand user needs and providing designs that allowed users to easily scan and search for key points of information.
- Spearheaded the redesign of a product resale flow from ideation to implementation based on customer feedback, providing initial sketches, wireframes, prototypes, and mockups, which were later used in the company's current demo UX and customer UX builds.
- Sourced and edited digital assets for over 10 different UX experiences, aligning with customers' established design strategies to deliver a tailored user experience, resulting in multiple contract extensions.
- Designed the physical packaging for 6 demo products spanning beauty, fashion, and home goods, collaborating cross-functionally with the marketing team and senior design manager to showcase these products at the National Retail Foundation conference.

### Freelance Designer

Pev Datel Design

2021 - Present, San Clemente, CA

- **UX/UI Designer @ Hollie.**
- Led the end-to-end UX design process as the sole UX Designer, crafting initial MVP designs for an AI-based SaaS CRM tool.
- Designed a browser-based email plugin and integrated desktop application using Figma, taking CEO and developer feedback to inform design decisions.
- Fostered collaborative partnerships with development teams, driving iterative design enhancements, and delivered comprehensive design guides that made complex interactions easy to understand.
- Facilitated redesign of a core user flow for reading notes within the platform, resulting in an improved design that exceeded client expectations.
  
- **Graphic Designer @ MCORTES.**
- Designed final brand mood boards, color palettes, logo lockups, and icons for an emerging luxury brand focusing on leather goods.
- Iterated on designs, taking feedback from the CEO and design lead to ensure brand voice and consistency.
- Provided design documentation for future designers to find assets easily as well as design guides for usage of various file types.
  
- **Content Creator @pevdatel.psd (40k+ Subscribers, 35M+ Views).**
- Creating short-form videos showcasing the power of AI LLM design tools like Dalle 2/3 and Midjourney by expanding popular album covers.
- Creating design tutorials for industry-standard tools like Adobe Photoshop, Figma, and Illustrator.
- Organically grew TikTok audience from 12k to over 40k subscribers and 35 million views over 1 year.

### Design Intern

Shallman Communications, Vivify Branding

2020 - 2021, Los Angeles, CA

- Designed digital assets in Figma and Adobe CC translating LA Mayoral Candidate's complex public policy research into infographics to Los Angeles residents.
- Authored web, social media, and email copy streamlining brand voice across channels and increasing user engagement by 25%.
- Identified secondary audience for marketing campaign, and spearheaded the creation of digital assets, copy and proposal for A/B testing using Facebook Ads.

## DESIGN PROJECTS

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### Spotify Social, Mobile and Desktop App Redesign

Google UX Certification Program

- Identified potential gap in Spotify's current UX and drafted a conceptual redesign focused on social engagement, allowing users to share music within the application through a messaging based platform, resulting in a 40% reduction in sharing times.
- Created mobile and desktop app wireframes, design, low fidelity and high fidelity prototypes in Figma.

### Health.ly Mobile App and Website Design

Google UX Certification Program

- Designed mobile habit tracking application and website in Figma.
- Executed a 0 to 1 process from sketch to wireframe to prototype to website and application.
- Created complex interactions and library of components for later reference and usage.

## EDUCATION

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### Bachelors of Arts, International Relations

Boston University · Boston, MA

## CERTIFICATIONS

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### UX Design Professional Certification

Grow with Google, Coursera

## SKILLS

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**Software:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Miro, Keynote, Jira, Confluence, Asana

**Skills:** Collaborative Ideation on Whiteboards, Creating Interaction Models & Prototyping, Working with Engineers to Implement Features, Creating Design Guides for Developers, Creating Wireframes and Mockups, UI Design, Visual Design, Design Thinking, Agile Methodologies, Design Sprints