

Aisha Patel

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SUMMARY

Creative and detail-oriented Entry Level Product Designer with a strong foundation in user-centered design principles. Proficient in wireframing, prototyping, and usability testing to create innovative digital experiences.

EXPERIENCE

Product Design Intern

Jun 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Collaborated with cross-functional teams to redesign the company's main product interface, resulting in a 30% increase in user engagement.
- Conducted user research and usability testing for new features, leading to a reduction in user drop-off rates by 20%.
- Created high-fidelity prototypes using Figma and conducted A/B testing to validate design decisions.

UX/UI Design Assistant

Jan 2021 - May 2022

Freelance, Remote

- Designed and delivered web and mobile interfaces for 5 clients, achieving 95% satisfaction ratings from clients on usability and aesthetics.
- Implemented design systems that improved the design consistency across multiple projects, saving an average of 15 hours on future designs.
- Utilized Sketch and Adobe XD for creating interactive wireframes and prototypes.

Graphic Designer

Aug 2018 - Dec 2020

Campus Design Studio, Los Angeles, CA

- Led a team project to create promotional materials that increased student engagement at campus events by 40%.
- Developed branding guidelines for local startups, enhancing their market presence and visual consistency.
- Produced digital assets using Adobe Creative Suite, including Photoshop and Illustrator, ensuring high-quality deliverables.

EDUCATION

Bachelor of Science in Graphic Design

May 2018

California State University, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: User Experience Design, Interaction Design, Prototyping, Usability Testing

Tools & Frameworks: Figma, Sketch, Adobe XD, InVision