

# SHREYA PATIL

UX/Product Designer

[www.shreyapatil.com](http://www.shreyapatil.com) | [shreyap.27@gmail.com](mailto:shreyap.27@gmail.com) | [Linkedin](#) | 647-231-3603 | Ontario, Canada

UX/Product Designer with over 2 years of end-to-end design experience in digital product development and over 10 years of actively collaborating within cross-functional teams. Moving from corporate Interior Design to Product Design, I'm devoted to crafting impactful user experiences with creativity, analysis, empathy, and attention to detail.

## Professional Experience

### UX Designer *Freelance*

04/2024 - Present

- I'm currently leading design for a stealth-mode startup developing an innovative job board platform. My responsibilities include conducting market research, implementing user-centric features, and using agile methodologies for efficient project management. I also coordinate with design, marketing, and engineering teams to ensure seamless integration and user satisfaction.

### UX Designer *Botco.ai | Remote*

06/2021 - 07/2023

- Designed InstaStack, a feature to quickly turn business data into conversational agents, speeding up launches and improving conversation quality by 45% with advanced document indexing and integration.
- Designed Shared Skills, a marketplace for skills that brought down the time spent in building chatbots by 50%
- Presented design on a biweekly basis to Botco.ai stakeholders addressing user queries and observations alongside key team members, driving business value.
- Increased usability of multiple features with a complete page redesign that streamlined navigation and enhanced user experience.
- Led the design and development of conversational AI solutions for diverse clients, ensuring alignment with business objectives and user needs.
- Engaged in daily stand-up meetings with Customer Experience (CX) representatives, developers, and product managers, to collaborate in a cross-functional/cross-team environment

### Product Designer *Apprenticeship | Meals Made Easy | Remote*

06/2021 - 07/2021

- Worked cross-functionally with a Product Manager and Developer to build a 'Meal Planning' progressive web application.
- Performed user research along with the Product Manager to gain user insights to validate hypotheses and understand user pain points.
- Collaborated with the team to narrow the scope of the problem and define the MVP.
- Created and communicated low-fidelity wireframes of workflows to the developer before translating them into high-fidelity designs.
- Conducted user testing on 8 participants to get feedback that helped make user-centered design decisions.
- Design handoff to the Developer for implementation by working side by side to ensure styling meets the MVP.

### Interior Designer *Toronto & India*

2012 - 2020

- Assisted in all phases of the Design Process from Research and Conceptualizations to Selections and Construction.
- Prepared design documentation and presented to 6-8 clients and stakeholders to get progress sign-off.
- Ensured environmental & building code compliance to obtain the necessary building permits
- Assisted in shortlisting materials to prepare mood boards for client approval.

## Education

### User Experience Design Certification | Springboard | Remote

December 2020

### Bachelors - Interior Design | Bangalore University | Bangalore, India

2008 - 2011

## Key Skills

Wireframing & Prototyping, User Research & Usability Testing, Design Systems & Style Guides, Adobe Creative Suite (Photoshop), Figma, InVision, Agile & Scrum Methodologies, Collaboration & Communication