

JUI PATEL

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Analytical & data-driven User Experience Designer with a proven track record of spearheading impactful design initiatives, driving end-to-end development of innovative digital solutions, & enhancing user experiences across diverse industries. Proficient in leading cross-functional teams, conducting comprehensive user research, & leveraging cutting-edge tools to create intuitive & user-centric designs.

EDUCATION

Georgia Institute of Technology

08/2021 – 05/2023

Master of Science in Digital Media

GPA: 4.0/4.0

Coursework: Qualitative Methods of HCI,
Design of Interactive Environments,
Principles of Interaction Design

VIT University

07/2015 – 07/2019

Bachelor of Technology in Computer
Science

GPA: 8.54/10.0

Coursework: Web Development, Human
Computer Interaction, Interactive Systems

SKILLS

User Research	Design Thinking
Usability Testing	Rapid Prototyping
Info. Architecture	A/B Testing
Interaction Design	Heuristic Evaluation
Visual Design	Agile Methodologies
Prototyping	User Interface Design
Wireframing	User Flow
User Persona	Analytics
Design System	Communication
Mobile Design	Problem-solving
Content Strategy	Adaptability

Figma	Jira & Git
Adobe CC	HTML5
Miro	CSS3
Sketch	JavaScript

RECOGNITION & AWARDS

- Chair at Graduate Society of Women Engineers.
- Student Mentor at Georgia Tech.
- Scored top 5% in NPTEL Social Networks.
- The most innovative project at VIT Chennai.
- General Secretary at VIT University.

WORK EXPERIENCE

User Experience Designer

Validin LLC | Atlanta, GA [\[Link\]](#)

06/2023 – Present

- Alerting designs for a new data portal(Axon) provided a significant competitive edge by detecting impending threats two days before their activation.
- Leading end-to-end research, design, and implementation of Axon for threat analysts; collaborating cross-functionally on technical strategies with developers, marketing and product managers.
- Created workflows, wireframes & responsive designs based on user interviews, competitive audits, heuristic evaluation & usability testing.

User Experience Designer

Georgia Institute of Technology | Atlanta, GA [\[Link\]](#)

08/2022 – 12/2022

- Selected to showcase project video in front of Google's research partners out of 12 teams.
- Conducted semi-structured interviews, think-aloud activities and then open coded the data to identify common requester problems on pieceworking platforms like AMT.
- Channelized qualitative customer data to provide design recommendations based on rapid brainstorming exercise.

User Experience Design Intern

3D Systems | Rock Hill, SC [\[Link\]](#)

05/2022 – 08/2022

- Redesigned Oqton interface by incorporating user workflow insights, preventing errors due to hidden use cases.
- Improved DMP software efficiency, reducing operation time from 2-3 hours to minutes through strategic design changes.
- Created detailed user flow diagrams for cloud(Oqton) & printer software integrations based on contextual inquiry exercises with engineers.
- Presented 10+ major usability issues by conducting field studies, user interviews & usability testing to gather feedback from DMP printer engineers.

Software Developer

BlackRock | Gurugram, India

01/2019 – 04/2021

- Lead Java developer collaborating in a cross-functional team to integrate SecLending business with SWIFT, contributing to a profitable financial workflow worth approximately \$60M.
- Incorporated Apache Ignite for database management, enhancing workload streaming by 30%.
- Implemented designs for Settlement Monitor, enabling real-time, exception-based Treemap view for transaction status using HTML, CSS, and AngularJS.

PROJECT

Transcend Generation Gap

Georgia Institute of Technology | Atlanta, GA [\[Link\]](#)

08/2022 – 05/2023

- Developed unique communication designs using Figma and artifact lights, aiming to bridge the generation gap between grandparents and grandchildren.
- Achieved an 'A' grade for the project, earning upvotes for prioritizing accessibility, and successfully addressing communication challenges between different generations.
- Conducted literature review, user interviews, competitive audits, brainstorming sessions & generated wireframes, storyboards, hi-fi mock-ups.