

SAM PATEL

User Experience Designer and Researcher

sameehanjpatel@gmail.com

847-903-5099

sameehanpatel.com

Skills

Research: Usability Studies, User interviews, Intercept Interviews, Contextual Inquiry, Personas, Heuristic Analysis

Organization: Lean and Agile Methodology, Stakeholder and Client management

Design: Sketching, Wireframing, Prototyping Information Architecture, Site Maps, Content Strategy, User Flow

Experience

UX/UI Designer (8/16 - present)

Manual Labor Studio

Create comprehensive evaluations, including heuristic analyses, competitive analyses, layout analyses in order to identify usability issues and propose opportunity areas for clients.

Collaborate with in-house designers to execute intuitive designs with insight from stakeholders and users, along with making designs responsive for iOS and Android.

Introduced UX processes to this brand strategies studio.

Design Lead (11/16 - present)

New York Access to Justice Program

Co-lead a team of 6 designers, using human-centered design methodologies to improve way-finding for 1.8 million unrepresented litigants in New York City courts.

Create and manage research plans, collaborate with industry mentors from Frog Design, and present deliverables to stakeholders from New York Access to Justice Program.

UI Freelancer (4/16-6/16)

Broadway Bootcamp

Created new brand identity for the company by designing a new logo and style guide in collaboration with stakeholders: redesigned user interface along with digital promotional materials for the company.

UX Design Consultant (8/15-12/15)

Khazana Boutique

Researched and redesigned e-commerce site for a boutique craft market by structuring overall information architecture and developing content strategy.

Built and sustained the e-commerce site, increasing overall sales for the boutique by 10%.

UX Design Consultant (6/15-7/15)

DarcMatter

Redesigned fintech web platform to provide a more intuitive experience by defining the user and reducing the onboarding process to increase conversion rates.

Delivered research reports and redesigned prototype to recommend solutions to increase user engagement based on extensive user research.

Education

NYU Tandon School of Engineering

M.S. Integrated Digital Media, May 2017

General Assembly

UX Immersion Certificate
June 2015

Tools

Research

Omnigraffle
Google Analytics

UX/UI Design

Sketch
Illustrator
Photoshop
Balsamiq
Hype

Prototyping

Axure
Invision
Marvel
Pop
Keynote
HTML5/CSS7

Life

Bicycled 4,000 miles cross-country to raise \$100,000 for Partners in Health

Taught yoga at an Indian Ashram

Acted as an extra in Aziz Ansari's *Master of None*
