# Yashvi Patel

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## Work Experience

**UX Co-op** February 2024 - Present
Amazon Robotics Boston, MA

- Directed heuristic evaluation, competitive analysis, and user interviews to identify usability issues within Amazon Robotics fulfillment centers.
- Developed 50+ high-fidelity prototypes, streamlining design iteration process by 30%, incorporating principles of typography, color theory, and layout design to enhance usability and brand consistency.
- Spearheaded delivery of 10+ features/products across web, mobile, and desktop platforms, ensuring timely completion and user satisfaction.
- Collaborated with cross-functional teams to gather requirements and define interaction design principles, translating user needs into intuitive and engaging experiences.

**UX/ UI Design Intern** June 2023 - August 2023
NYC Department of Finance New York, NY

- Collaborated with a project manager, content editor, 3 senior designers, and 2 engineers from DOF and other City agencies, to enhance the user experience for New Yorkers navigating tax and fine payment processes.
- Led the development of a comprehensive sitemap encompassing over 550 web pages, streamlining the content organization and improving site usability by 41.3%.
- Spearheaded the creation of wireframes and interactive prototypes adhering to the design system for all official city websites and improving user navigation by 30% for over 8 million users.
- Iterated prototypes based on user research and insights from business stakeholders, resulting in a 65% increase in user engagement metrics.
- Assumed the role of Quality Assurance (QA) lead, ensuring 100% compliance with accessibility standards and government regulations.

**Product Design Intern** January 2022 - June 2022
AANWeb Solutions Gujarat, India

- Leveraged usability testing data to make data-driven design decisions, resulting in a 23.4% increase in user satisfaction.
- Led a mobile application redesign project resulting in a remarkable 42% reduction in user-reported friction points during beta testing.
- Conceived high-fidelity prototypes for the e-commerce mobile application (Nipo) in alignment with business requirements. These prototypes contributed to a substantial 31% increase in user engagement.

**Founder** August 2020 - August 2021
Bits to Bytes Gujarat, India

- Pioneered the inaugural club at GEC, Bhavnagar, creating a hub for 100+ students to boost product development skills and foster a tech community, thereby starting a club culture in the university.
- Recruited and managed a team of 10 associate members for the club.
- Spearheaded 6 club events attracting over 150 participants, to promote learning, collaboration, and skill development among students.

## Education

**Masters of Science, Human-Computer Interaction** Expected May 2024
Arizona State University, Tempe, AZ CGPA: 4.0

- Coursework: User research methodologies, universal design theory, creative problem solving, user experience psychology, design laws of accessibility and inclusivity, immersive experience (AR, VR, XR.)

**Bachelors of Engineering, Information Technology** June 2022
Gujarat Technological University, India CGPA: 4.0

- INITIATIVE: Founder of the first club in the university (Bits to Bytes)
  Coursework: Agile development, various programming languages, project management, artificial intelligence in UI/UX design.

## Skills

Design: Figma, Unity, Blender, Adobe Creative suite
Programming Languages: HTML/CSS, Java, Python, Javascript, ReactJS.