

# Harsh Patel

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Baltimore - Washington DC Area

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## Work Experience

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### PHOTON

Lead UX Designer • April 2021 - Present

- Designed and refined user experiences for brands like Schlotzsky's, McAlister's, Auntie Anne's, Cinnabon, Moe's, Carvel, and Jamba Juice. Ensured consistency with design standards while helping develop a group ordering feature for the app and website to enhance user convenience.
- Enhanced financial tools for Mazda, Lexus, Bass Pro, and Toyota across apps and web platforms, maintained conversion rates ~15% and reducing user drop-off by 20%. Led the end-to-end execution of four projects, from concept to launch, improving overall user experience and engagement by reducing time and steps.
- Improved the user experience for Alaska Airlines' EFB iPad app, streamlining departure, en route, and arrival operations for pilots, cutting steps by 25% and improving task accuracy by 40%.

### BOOKNTRAIN

Senior Product Designer • June 2019 - April 2021

- Led design for core products like the mobile app, paid memberships & packages, webpage marketing, and business dashboard. Working closely with developers, CTO & CEO to enhance product features to meet business goals and maintain ROI.

### ACM SIGCHI

Interaction Designer • March 2019 - March 2021

- Collaborated with global teams to enhance the ux and interaction of SIGCHI WebApp conference products' accessibility compliance by 30%. Evaluated interaction design (IxD) while implementing WCAG 2.1 accessibility guidelines to create a more inclusive interface.

### DIGI-CORP

UX Designer • August 2017 - February 2018

- Worked on concept sketches, rapid prototyping, user personas, user research, wireframes, user interface design, print design, user flows, information architecture, front-end development. Also, worked on websites like endeavorcareers.com & projectaliveandkicking.org having 4k+ daily visitors.
- Collaborated with product management and developers to implement innovative solutions, reducing development time by 30%.

## Education

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### University of Maryland BC

2018 - 2020

Masters of Science in Human-Centered Computing

**Graduate Student of The Year Award**

### Gujarat Tech University

2013 - 2017

Bachelor of Engineering in Computer Engineering

## Skills

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### Design

Information architecture, Interaction design, Visual design, Wireframes, User interface design, Prototyping, Collaboration, Responsive design, Brainstorming, Design Systems + Tokens

### Tools

Figma, Framer, Balsamiq, Sketch, Adobe XD, Visual Studio Code, Photoshop CC, Illustrator CC

### Collaboration

Pixel perfect, Details-oriented, Empathetic, Active learner, Leadership, Mentorship, Agile Thinking, Innovation

## Accomplishments

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### President

June 2019 - May 2020

UMBC G.E.A.R.S

### Graduate Senator

August 2018 - May 2019

UMBC

### Student Volunteer

May 2020 CHI 2020 - Conference on Human Factors in Computing Systems