Zeel Patel

Product Designer

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Work Experience

December 2022 - Present

PRODUCT DESIGNER

Alira Health

- Lead diverse research and design outputs, transforming and elevating product experiences through personas, user flows, prototypes, and UI designs.
- Design clinical solutions(patients & doctors), conduct usability testing, and optimize user journeys based on internal expertise and user research insights.
- Create illustrative prototype experiences to communicate problems, align stakeholders, and define core design metrics for monitoring and improving overall user experiences.
- Actively contribute to iteration of new features

December 2021 - December 2022

JUNIOR PRODUCT DESIGNER

Self Care Catalysts (Acquired by Alira Health)

- Developed and tested patient-facing app, incorporating user feedback for enhanced functionality.
- Communicated product ideas and suggestions effectively to stakeholders for project alignment.
- Proactively resolved UX problems, contributing to streamlined and user-friendly applications.
- Conducted 120+ user interviews, gathering comprehensive feedback for continuous improvements, emphasizing commitment to user-centered design.

July 2021 - December 2021

VISUAL DESIGNER

Self Care Catalysts

- Executed 1000+ visually striking marketing materials, enhancing customer engagement and brand visibility.
- Designed scalable product features for visually appealing and optimized user experiences.
- Created high-quality content contributing to consistent brand representation.
- Collaborated effectively with team members, ensuring seamless project execution and design goal alignment.

Summary of Qualifications

- 3+ years of progressive design experience
- Strong foundation in design principles
- Adaptability in the dynamic health and tech industry
- Blend of creativity and strategic thinking
- Working collaboratively and inventively with cross-functional teams
- Proven ability to prioritize and manage multiple projects

Education

BACHELOR OF GLOBAL BUSINESS & DIGITAL ARTS (GBDA)

University of Waterloo
2016-2021

Skills

- User-Centered Design
- User Research
- Wireframing and Prototyping
- Interaction Design
- Design Thinking
- Information Architecture
- Usability Testing
- Design Systems

Technical Skills
- Figma
- Sketch
- Adobe Suite CC
- Jira
- Confluence
- Microsoft Office Suite
- InVision
- Zeplin