

Devang Patel

Senior Product Designer

www.devangdesign.com
contact@devangdesign.com
[+49 152 5235 0106](tel:+4915252350106)
[LinkedIn](#)

Creative visionary and strategic thinker with a knack for transforming user experiences into memorable journeys

Experience

GetYourGuide | Senior Product Designer

JUL 2022 - PRESENT | BERLIN, GERMANY

- Led design initiatives in Customer Engagement team to improve product UX, achieving a significant +1.7% in-test Bookings per customer (BPC) uplift in the latest Checkout add-ons experiment
- Utilized prototyping and visual UI design expertise to contribute to the development of features aimed at improving customer engagement and encouraging repeat bookings, addressing the challenge of low activity bookings per customer.

Blinkist | Senior Product Designer

DEC 2021 - MAY 2022 | BERLIN, GERMANY

- Worked with Onboarding team to drive new monthly engaged learners by improving an onboarding and content discovery experience, that delivers relevant content based on user's interest and intent.

Omio | Senior Product Designer

MAR 2018 - NOV 2021 | BERLIN, GERMANY

- Shipped product features for the new-customer acquisition by collaborating with a cross-functional team, doing user research, designing user flows, building & iterating prototypes, and managing company's design system.
- Built and scaled Omio's design language system 'Dotty' with a set of guidelines, toolkits, and components for Omio's web & app experience.
- Being part of Omio's (formerly GoEuro) re-brand team, I helped redesign the core product experience for the web & app, while defining style guide & reusable components to keep things consistent while scaling up.

Mokko LLC | Lead Designer

MAR 2016 - DEC 2017 | AHMEDABAD, INDIA

- Led the product design and front-end for homemade food delivery startup 'Tiffinity' which served 1000+ unique customers, recruited 50+ home chefs and received 50+ genuine positive social media reviews within 2 years.
- Designed & launched apps for multiple healthcare startups. Helped define product strategy and vision. Built and iterated on prototypes for user testing.

Freelancer | UI/UX Designer & Developer

OCT 2014 - FEB 2016 | AHMEDABAD, INDIA

- Designed, developed and launched over 20 responsive websites and 10 apps for multiple clients. My responsibilities included wireframing, prototyping, UI & content design, art direction, front-end development, wordpress integration, boosting conversion & optimising bounce rate for my clients.

IndiaNIC Infotech Ltd | Creative Designer

FEB 2014 - SEP 2014 | AHMEDABAD, INDIA

Freelancer | Web Designer & Developer

JAN 2013 - JAN 2014 | AHMEDABAD, INDIA

iCreators Technology | Web Designer & Developer

OCT 2011 - DEC 2012 | AHMEDABAD, INDIA

Skills

Design & Prototyping

User Experience Design
Visual / User Interface Design
Interaction Design
User Research & Testing
Competitive Analysis
User Flows
Rapid Prototyping
Visual Systems Design
Responsive Design
Design Strategy & Vision Presentation
Data Visualization

Workflow & Collaboration

Design Tooling & Documentation
Group Brainstorming
Product Design Processes
Prototyping Workshops
Design System Workshops

Programing

Web App Development
Prototyping using API
HTML / CSS / Javascript
React / React Native
Wordpress

Education

Gujarat University

Bachelor of Commerce

2009 - 2011 | AHMEDABAD, INDIA

PCE

Diploma in Web Technology

2009 - 2010 | AHMEDABAD, INDIA