

# URVESH PATEL

## Product Designer

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### WORK EXPERIENCE

#### User Experience Designer | Walmart Global Tech

Bentonville, AR | July 2022 - Present

- Lead the redesign of multiple enterprise products: generating more than **\$30 billion of business volume** every year.
- Lead the full design lifecycle from discovery to delivery for the Walmart Factory Audit platform- making it possible to better evaluate the production capacity of **10,000+ Wal-mart factories**.

#### User Experience Design Intern | Walmart

Bentonville, AR | June 2021 - Aug 2021

- Led end-to-end design of an **internal enterprise tool**, global sourcing platform, making sourcing easier and seamless, which was **launched in Q3 2021**.
- Worked in agile sprints to produce design solutions through rapid prototyping and best UX practices: serving **15,000+** users.

#### User Experience Designer | BAPS Charities

Richmond, VA | Nov 2018 - June 2021

- Redesigned the web-platform from research to execution. Reaching **3k+** monthly active users and **35% increase** in donations.
- Leading the organizations' web and mobile design by successfully identifying complex pain-points, introducing design thinking, and creating solutions that meet business requirements and user needs.

#### Product Design Intern | Agora Financial

Baltimore, MD | May 2018 - Sep 2018

- Worked in tandem with engineers, product managers and the overall UX team to design creative and intuitive design solutions for the primary web product; impacting **157,000** users.

### SELECTED PROJECTS

#### Simplytrak | Sep 2017 – Oct 2017

- Managed a team of 3 designers to build a web platform that digitized the equipment rental and inventory management process at all library locations across VCU.

#### Travelbud | September 2019

- Led the design team to build an application that reimagines how solo travelers meet and have memorable moments.

### EDUCATION

#### VCU Brandcenter

M.S. in User Experience Design  
Graduation: May 2022

#### Virginia Commonwealth University

B.S. in Information Systems  
Aug 2017 - May 2020  
GPA: 3.40/4.0

### LEADERSHIP & COMMUNITY

#### Founder & Lead Design Instructor Creative Academy

Facilitate 4+ design lessons per week and provide 1:1 mentoring for over 250 design students during the COVID-19 pandemic.

#### President & Creative Director VCU BAPS Campus Fellowship Club

Lead a team of 10 coordinators in developing all promotional and print material for the club which hosts 300+ members.

### SKILLS

#### Design

Interaction Design, Mixed Reality (AR/VR), Storyboarding, User Flows, Wireframing, Prototyping, Data Visualization

#### Research

Guerrilla Research, User Interviews, Journey Mapping, Contextual Inquiries, Competitive Analysis, Usability Testing

#### Tools & Languages

Figma, Sketch, Invision, Balsamiq, Marvel, OmniGraffle, Photoshop, Illustrator, Mural, After Effects, HTML/CSS, Javascript

#### Collaboration

Organizing Workshops, Facilitating Design Critique, Project Management, Design Sprints, Product Thinking