

Hemangi Patel - UX Lead

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Experienced Lead UX/UI Designer with over 15 years' experience. The products I design are the result of my ability to translate customer and business needs into high quality creative concepts and designs.

Education

BA Honours in Graphic and Media Design (2:1). University of the Arts, London, July '06 | Foundation in Art and Design Award. **University of the Arts, London, Sept '02 | A-levels in Psychology (C), Graphic Design (C), Photography (C).** Havering Sixth Form College, London, Sept '01 | **GCSE in Graphic Design (A*), Humanities (B), English Literature (C), Maths (C), English Language (C/C), Science (C/C).** Langdon Secondary School, London, Sept '99

Skills

Figma, Miro, CAD, Adobe XD, Sketch, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe Dreamweaver, Adobe Fireworks, Adobe After effects, CSS, XHTML, HTML5, JavaScript, Word press and WC3 standards

Experience

Nord Anglia Education – UX Lead - Oct'22 – Present (Contract)

- Leading the development of user-centred design. Creating the DNA design system. Analyse audience and data to understand behaviour. Leading the way for user experience in DNA.
- Leading user experience with UX agencies and development to drive the DNA design system.

Stratasys - Senior Software Product UX Designer - Apr'22 – Sept'22 (Contract)

- Working with global teams.
- Developing user experiences for the web, desktop, mobile, and 3D printing platforms.
- Providing mentoring to junior designers
- Facilitating usability workshops and gathering customer feedback.
- Collaborating closely with designers, engineers, and product managers in agile development.

Cheil UK - Senior UX Designer - Jan'22 – Mar'22 (Contract)

- Working with key stakeholders, including clients, management, to iteratively refine and improve designs to create the most appropriate possible user experience.
- Producing deliverables such as wireframes, UX flows, screen designs and prototypes.
- Working with UX design language, components, grid structures, icons, and interactions
- Working with data analytics

South Western Railway – Senior UX Designer - Jan'20 – Jan'22 (Permanent)

- Translate concepts, design, and deliver wireframes, user stories, user journeys, and mock-ups optimised for a wide range of devices and interfaces that lead to intuitive user experiences.
- Facilitating the vision via researching, conceiving, sketching, prototyping, and user-testing experiences for digital products
- Identify design problems and devise leading solutions - Defining the right interaction model and evaluating its success.
- Communicating design ideas and prototypes to developers; working closely with multiple external partners and agencies on technical development, design, search engine optimization, etc. To keep SWR's website and user experience at the top.

Save the Children – Senior UX Designer - April'19 – Dec'19 (Contract)

- Leading Digital Team in the fundraising and marketing division.
- Engaging in and collaborating closely with the Adobe website and personalised solution development team, optimisation specialists, content specialists, and business stakeholders. This will enable us to develop enhanced features and test them.
- Designing guidelines, style guides, and troubleshooting UX issues across digital touchpoints.
- Prototyping design ideas for the scrum team and digital team.

Taurus Insurance - Senior UX/UI Web Designer - Jan'19 – Feb'19 (Contract)

- Leading the Taurus UX wireframes with the IT Director. Designing wireframes for mobile apps and mobile websites.

A.S Watson Group (Superdrug) - Digital eCommerce Designer - July'18 – Dec'18 (Contract)

- Researching website statistics and presenting UX proposals to the Ecommerce team.
- Using Google Analytics to measure clicks and customer insights.
- Maintaining web pages within a website using hybrid and HMC content management systems.

Hobbs - Digital Designer - April'18 – June'18 (Contract)

- Producing on a weekly basis responsive homepage and email designs, editorial pages and social media layouts including animated GIF's. Working closely with the Senior Digital Designer, E-Commerce Team.

- Delivering content in line with Hobbs' brand identity, values, and tone with a keen eye for detail. This includes strong typography and layout skills across all online channels, delivering pixel accurate design to developers.

Ted Baker - Digital Designer - March'18- April'18 (Contract)

- Creating digital design and fashion ecommerce websites.
- Working closely with the CRM team, designing, and building weekly email campaigns for all territories. Creating artwork for marketing, including affiliate banners, PPC and social ads. Using Aftereffects CC to create animated GIPHY banners and motion graphics.

Freelance - Digital Designer UX/UI - Aug'17 – Feb'18

- Creating, building, and managing UI/UX websites, including wireframes, and maintaining them for on-going projects. Websites include hinduceremonies.com, bhaktivedantamanor.co.uk and volunteer.bhaktivedantamanor.co.uk/
- Extra online training courses using Sketch and Zeplin to create mobile designs and apps.

Maternity Leave - Digital Designer UX/UI - Oct '15 – July'17

- Delivering UX/UI wireframes and prototypes to clients on multiple websites.

The Dune Group (Luxury Retail) - Digital Designer - June '15 – Sept'15 (Contract)

- Creating the user experience and user interface for the AMP-powered Dune Website.
- Design and build assets and UI apps for social networking sites as required.
- Websites and mobile sites for all international territories.

Ladbrokes plc - Digital Designer - Feb '12 – May'15 (Permanent)

- Working closely with the in-house digital team across digital platforms (mobile, tablet and websites).
- Designed in-house using HTML 5, CSS 3.0 and web responsive design principles, JavaScript, and creative Adobe suites.
- Mentoring junior designers in design conception and technical skills. Enhancing HTML workshops for in-house print designers.
- Designing digital creative for Ladbrokes.com websites and mobile flash banners.
- Designing mobile-friendly wireframes for Ladbrokes landing pages. Using interactive prototypes across wireframes.

Microsoft - Digital UX/UI Designer - Dec '11 – Feb'12(Contract)

- Designing the Lionhead.com website using wireframes. Collaboration with other artists and the Digital Marketing Manager. Developing design concepts for the new lionhead.com website and extending these concepts to other UX platforms. Responsible for delivering other art assets to various departments within the organization.
- Developing design concepts from wireframes to final web graphics.
- 960 Grid systems are used to build wireframes from the ground up and to UX standards.

Globalclick Limited - Graphic Designer - May '11 – Nov'11(Contract)

- User interface creation, layout, understanding of functionality. Managing the ongoing maintenance and development of existing sites.
- Creating GIF/Flash animated banners. Direct marketing - Encompassing brochures, corporate stands, flyers, magazine layouts, and business cards.

Gala Coral Group - Online Creative Designer - July '07 – April '11: (Permanent)

- ensuring that all promotional marketing materials sent online are efficient, interesting, and timely. Follow the brand standards and rules for the top gambling websites, including Eurobet.com, Coral.co.uk, GalaCasinos.co.uk, and GalaBingo.com.
- creating and updating dynamic HTML emails, flash splash pages, GIF banners, and CRM content for online contexts. utilising XHTML and CSS that follow the most recent WC3 web standards.

Display System Designer - July '07 – Nov'08 (Permanent)

- Developing fresh, inventive designs for the 16 digital TVs that Coral has installed in its 1,600 retail betting locations in the UK.
- Designing the visuals that appear on TV screens for numerous important athletic events, like the Olympics, Ryder Cup, Open tennis, and Wimbledon contests.

Saatchi & Saatchi, Advertising - Graduate Placement - London - Feb '07 – May '07: Design

University Work Placements - Geometry (Grey Global Group), Clinton Smith Design Consultant, Big Fish Designs - Full-Time Junior Designer Jul '04 – Jul '05:

Volunteering work part-time - Jan'13 – present

volunteer.bhaktivedantamanor.co.uk

...Away from my desk.

Exhibition on design is fun. Meeting some new individuals worldwide. On the weekend, I do yoga meditation. I attend music classes, play a few Indian instruments, and occasionally go to festivals. Spending time with my family.