

YAAGNI PATEL

UX/UI DESIGNER

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EDUCATION

MBA Essentials Course LSE

Overall Result : 89.3%

UX Design Institute Professional UX Diploma 2019-2020

Overall Result : Pass

FutureLearn Accenture Digital Skills and UX/UI Course Certificate 2019

Test Score: 86%

Brunel University London - Industrial Design & Technology BA with Professional Practice 2014 - 2018

2:1 Upper Division Hons

Relevant Modules: Human Factors (A+), User Experience Design (A), Contextual Design (B)

A-Levels - Haberdashers' Aske's School for Girls Sixth Form 2012 - 2014

Design & Technology (A*) | Physical Education | Geography | Maths

SKILLS

Creative Cloud

Microsoft Office Suite

Invision

Adobe XD

After Effects

Apple iOS

Axure

Solidworks

Premiere

Google Analytics

Sketch

AutoCAD

Photoshop

Figma

Illustrator

InDesign

ACHIEVEMENTS

First Female Junior Golf Captain Hadley Wood Golf Club 2012

Hertfordshire County Girls golf team 2011-2014

Completed Tough Mudder 10 Miles 20 Obstacles 2018

Recently sled 270 km through Norway and Sweden and raised over £2000 for Dementia UK

STRENGTHS

Leadership | Teamwork

Communication | Networking

Adaptability

Time Management

EXPERIENCE

UX Designer at Entain plc

September 2020 - Present

Ladbrokes & Coral - Sportbook

- Set a clear design vision and defined product direction for new features aimed at redesigning the My Bets area across native apps and desktop platforms. Focused on improving the hierarchy of information, simplifying the user interface, and enhancing consistency, ultimately driving a 20% increase in customer engagement. Goal: Continue improving the user experience to further increase customer retention and satisfaction.
- Led the end-to-end design process, from research and wireframing to creating user journeys and interactive prototypes using Figma and Protopie. Aiming to streamline design workflows and increase design efficiency in future projects.
- Conducted thorough research and user testing across multiple projects, delivering actionable insights to project managers and stakeholders. Goal: Implement a structured feedback loop to reduce revisions and speed up the design approval process.
- Actively participated in UAT and collaborated closely with Project Managers, Business Analysts, and Developers to troubleshoot technical constraints, ensuring the delivery of a functional MVP that meets both business and user requirements.
- Advocated for accessibility in design by leading workshops for team members on presentation skills and accessibility best practices. Goal: Expand the accessibility program and create a more inclusive product experience for all users

Poker X / Party Poker

- Designed a new poker interface, with a primary focus on enhancing the player's experience during gameplay. Goal: Continuously iterate on the design to increase user engagement, aiming for a 15% improvement in player retention over the next quarter.
- Led a team of UX/UI designers and actively contributed to the development and strategic direction of online poker table gameplay elements. Goal: Foster cross-team collaboration to develop a more immersive and intuitive gaming experience, targeting a 10% increase in player satisfaction.
- Collaborated closely with UX Researchers to gather and analyze both quantitative and qualitative data, ensuring that design decisions are grounded in user insights. Carried out both moderated and unmoderated testing to validate specific designs. Goal: Implement more frequent and targeted user testing, reducing time to decision-making and improving design validation.
- Created high-fidelity prototypes using Axure and Figma for user testing and validation. Goal: Improve prototyping speed and testing accuracy, aiming to cut prototype iteration time.
- Presented concepts and designs to stakeholders, gathering feedback and securing sign-offs at key project milestones. Goal: Enhance stakeholder engagement through more structured presentations and feedback loops, ensuring faster approvals and reducing project delays.

UX Design Institute - UX Diploma

November 2019 - May 2020

- Conducting user testing and interviews to gather data to support design of final deliverable.
- Identified key activities in the process of booking a flight online and analysed the pain points, needs and behaviour of users in existing sites.
- Constructing low to medium fidelity wireframes to understand the user journey and converting the data collected into a visual representation of the optimised airline website.

TI Media - UX Design Intern

August 2018 - August 2018 (2 weeks)

- Collaborated with the Product & Engineering Team to create and validate the UX/UI of their Trusted Reviews website to improve customer experience.
- Gained exposure into the implementation of data tools such as Google Analytics, Google Ad Manager and Data Studio to increase pages per session and business benefits.
- Created wireframes and utilised them to make key suggestions to the team to improve their usability and increase CTR of product promotions by 20%.
- Conducted the full UX/UI analysis on the Trusted Reviews page, using the data gathered from Google Analytics to establish a user journey and customer road map.
- Led discussions on the project and carried out a presentation for the head of department and 5 other team members.

Precision Lighting & RCL - Marketing Designer

November 2019- Present

- Analysed and evaluated the process of constructing lighting products to create instruction booklets.
- Optimised the data efficiency through collating data for all product launches to allow for an easy access point for employees.
- Designed layouts and sketches for a brochure in Illustrator and InDesign.

Adheradata - NHS Dispensing Data - Freelance UX Designer

December 2018- January 2019

- Evaluated user perspectives through discussions with pharmacists to understand the complex available data.
- Analysed the website in relation to user needs and providing detailed recommendations on layout and navigation of the website.
- Redesign of UI and created wireframes in Photoshop and InVision to improve user experience.

London School of Hygiene and Tropical Medicine Freelance Graphic Designer for Instructional Technologist

September 2016- Present

- Developed an infographic flow chart for Sustainable Development Goals, illustrating the organizational structure for surgical services related to Trachoma, which was adopted by over 5,000 students across 160 countries. Goal: Expand the reach of this resource, aiming for an increase in student engagement by optimising the design for accessibility and interactivity.
- Designed several infographics for Massive Open Online Courses (MOOCs) on FutureLearn, which serve as key teaching aids for eye health training programs.
- Coordinated the creation of infographics for Diabetic Retinopathy and ROP in MOOC courses. Goal: Enhance collaboration between designers and medical experts to ensure clarity in health education materials.
- Developed an infographic for the Community Eye Health Journal, organizing content to clearly illustrate the connections between sections on human resources. Goal: Use this structure to create a series of standardized infographics for future issues, while maintaining high educational value.