Zeel Patel
Product Designer

www.zeelpatel.net
zeelpatel.24.zp@gmail.com
647-447-2069

Experience

Alira Health / Product Designer

Dec 2022 - Feb 2024

- Designed mobile and web-based applications for clinical solutions.
- Contributed to the creation of a design system.
- Conducted user-centric and design research to design wireframes for improved usability.
- Developed prototype experiences to communicate issues, align stakeholders, and define core design metrics for monitoring and enhancing overall user experiences.
- Actively contributed to the iteration of new features.

Self Care Catalysts / Junior Product Designer

Dec 2021 - Feb 2022 (Acquired by Alira Health)

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

Self Care Catalysts / Visual Designer

Jul 2021 - Dec 2022

- 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 alignment with design goals.

Education

University of Waterloo
Global Business & Digital Arts
2016 - 2021

Volunteering

Gifftif / Product Designer

Mar 2024 - Current

- Redesigning company website to enhance brand presence and improve SEO functionality.
- Designing web-based application for ESG impact.

Skills

- User-centered Design
- Design Research
- Wireframing & Mockups
- Prototyping
- Interaction Design
- Design Thinking
- Information Architecture
- Usability Testing
- Design Systems

Technical Skills
- Figma
- Sketch
- Adobe XD
- Jira
- Confluence
- Photoshop
- Illustrator
- Microsoft Office Suite
- InVision
- Zeplin
- HTML/CSS