

# ISHAN PATEL

WWW.ISHANJPATEL.COM

## PRODUCT DESIGNER

### SUMMARY

Analytics-driven creative thinker, skilled at investigating user behaviors and turning insights into usable and elegant experiences.

### EDUCATION

**Bachelor of Arts, Digital Media Production and Visual Communication**  
*Tulane University | August 2014 - May 2018*

- + Wrote, directed and edited multiple short films, served as production designer on two films, and analyzed media within socio-psychological frameworks

### WORK EXPERIENCE

**Product Designer | Jersey City, NJ**  
*Chubb | November 2022 - present*

- + Spearhead design strategy for upsell offers by identifying patterns in user behavior and synthesizing data, leading to a 22% increase in revenue
- + Leveraged data to guide and simplify the design of key B2B application pages, driving a 40% boost in feature adoption and significantly enhancing employee productivity and customer satisfaction.
- + Transform UX team's data-driven design skills by obtaining certifications in UX analytics, facilitating research workshops, and training designers on tools like Qlik and FullStory
- + Champion a design-thinking approach in cross-functional teams, bridging business and user goals through storytelling while collaborating with engineering, business and data leaders to develop product roadmaps aligned with company OKRs, driving UX adoption across business units
- + Simplify complex systems into easy-to-use products by empathizing with users, designing wireframes, and iterating based on usability testing insights

**Experience Manager | New York, NY**  
*Snarky Elephant Productions | September 2022 - present*

- + Strengthened member confidence by facilitating mentorship sessions with industry experts, markedly improving content quality and ensuring filmmakers felt supported in their projects
- + Cultivated program improvements by establishing feedback loops, resulting in significant year-wise growth in member satisfaction and application submissions, further driving program visibility across key platforms

**UX/UI Designer | New York, NY**  
*Freelance | July 2021 - October 2022*

- + Defined user experience for e-commerce toys site by analyzing quantitative research data and empathizing with users, which proved successful in increasing conversions by 8%
- + Implemented design vision for language learning app by synthesizing user flows, designing wireframes, building prototypes and defining design systems in order to achieve intuitive and enjoyable platform


**Creative Producer | Mumbai, India**  
*Vishesh Films | May 2019 - February 2021*

- + Designed end-to-end feature film solutions for global streaming leaders by considering business requirements, understanding market opportunities, and critically thinking through concepts from a user-first lens
- + Facilitated focus groups during private screenings films to test audience engagement, amusement and reception, to iterate on future versions before releasing it to the global streaming audience

### CONTACT

 Phone

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 E-mail

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### TOOLS

Adobe Creative Suite  
Figma  
InVision  
FullStory  
Qlik Sense  
JIRA  
Miro  
Notion  
Microsoft Office  
HTML5  
CSS

### LANGUAGES

Hindi (fluent)  
Gujarati (fluent)  
French (advanced)

### AT WORK

Analyzing data  
Investigating the "why"  
Talking to users  
Mentoring designers  
High-fidelity wireframing

### IN LIFE

Travel  
Movies  
Indian cuisine  
Escape rooms  
Architecture  
Self-help books