VEERAL J PATEL

SENIOR PRODUCT DESIGNER (UI / UX)

+91 9104327037 | viral7@live.com | Surat, Gujarat, India | linkedin.com/in/theviralpatel

SUMMARY

Senior Product Designer with 4+ years of end-to-end ownership across product domains including food delivery, EdTech, fitness, SaaS, and social media management. Known for resolving design problems where no established pattern exists, from engineering group-order split-payment flows to consolidating 10 social platforms and 6 CRM integrations into a single coherent interface. Experienced leading the full design lifecycle solo and within cross-functional teams, from initial research and information architecture through to shipped UI, design systems, and developer handoff.

CORE SKILLS

UX RESEARCH

User interviews · Product analytics · Usability testing

UX DESIGN

User flows · Product thinking · Information architecture · A/B testing

UI DESIGN

Interaction design · Responsive design · Accessibility

DESIGN SYSTEMS

Component libraries · Scalable UI patterns · Developer handoff

TOOLS

Figma · Spline 3D · Adobe Creative Cloud · Notion · Miro · Trello · Jira

WORK EXPERIENCE

SR. PRODUCT DESIGNER (UI/UX) (2021 – Present)

White Orange Software · Design-led service agency · Cross-domain client base

Led design strategy and execution across 5 end-to-end products and 40+ mid-to-large UI/UX projects as sole or lead designer, delivering 200+ production-ready screens on a single product alone, owning every stage from research and information architecture to shipped UI.

- **Built scalable design systems from scratch across multiple products,** establishing reusable component libraries that eliminated visual inconsistency and reduced component build time for cross-functional engineering teams of 4–10.
- **Achieved stakeholder sign-off within 2 review cycles across all products** by presenting high-fidelity interactive Figma prototypes directly to clients and founders, consistently accelerating approval and reducing late-stage rework.
- **Delivered production-ready, fully annotated Figma handoffs to engineering teams,** with zero design-side revisions required post-handoff across multiple product engagements.

KEY PRODUCTS DESIGNED

Exam Preparation Platform ***EdTech · iOS & Android app + responsive web · Live in production***

- **Owned full UX from zero:** conducted user research with target exam candidates, defined information architecture, and designed complete end-to-end flows across both mobile app and responsive web platform simultaneously.
- **Reduced onboarding friction through 2 rounds of usability testing,** cutting first-run task failure rate and achieving a measurably shorter path to first completed exam before launch.
- **Built the product design system from scratch,** creating a reusable component library that ensured visual consistency across iOS, Android, and web, reducing design production time for all subsequent feature additions.
- **Achieved full stakeholder sign-off within 2 review cycles** across both mobile and web by presenting interactive Figma prototypes before any development began.

Food Delivery Super-App *Food & Grocery · iOS & Android · Full design completed*

- **Delivered 200+ production-ready screens across 6 distinct user flows** covering restaurant ordering, cart and checkout, group order with split payment, grocery shopping, in-app wallet, and real-time order tracking. All flows fully specced before development began.
- **Solved a genuinely novel UX problem:** designed group order and split payment flows where multiple users build a shared cart and divide the bill, requiring careful state management, clarity under complexity, and trust-building across a multi-user transaction.
- **Designed slice-level pizza customisation UI** allowing individual slice configuration within a single order. A high-complexity micro-interaction requiring precise information hierarchy to remain intuitive under real ordering conditions.
- **Delivered 100% of design scope on time with zero design-side delays,** completing full Figma handoff before the project was externally halted at the development stage, demonstrating full ownership under real-world constraints.

Fitness & Personal Training App *Health & Fitness · iOS & Android · Live in production*

- **Designed the full app end-to-end as sole designer,** including trainer discovery, hiring flows, session booking, workout tracking, and onboarding, shipped and live for an active user base of fitness enthusiasts.
- **Simplified onboarding significantly vs the original brief,** reducing the steps required before a user could book their first trainer session. The client described the final flow as significantly exceeding expectations.
- **Created a gamified cash-prize competition UX** where gym trainers invite users to compete for real monetary rewards, balancing motivational energy, transactional clarity, and user trust in a financial context.

Unified Social Media Management Platform *MarTech / B2B SaaS · Web app · Live in production*

- **Unified 10 social media platforms and 6 CRM integrations into a single publishing workspace,** eliminating the need for separate tools and reducing context-switching for marketing teams managing campaigns across multiple channels.
- **Solved high-complexity multi-system integration UX:** mapped and designed flows connecting 6 external CRMs into the platform without overwhelming business users, preserving clarity across a high-information, high-stakes interface.
- **Built a multi-platform analytics dashboard** surfacing performance data from all 10 connected social accounts in a single scannable view, designed for non-technical marketing users who need actionable insight without data overload.
- **Designed onboarding flows now retained in the live product:** UX architecture remains intact in the current version despite subsequent visual changes by the client, validating the structural design decisions.

Luxury Laundry Service App *On-demand Services / Premium · Mobile app · Under development*

- **Designed and delivered the complete app end-to-end as sole designer,** from research through to production-ready Figma handoff, with no design-side revisions required post-handoff.
- **Created a dynamic brand and material-based pricing UI** where cost varies by clothing brand value and fabric type. A non-standard pricing model that required precise UX communication to prevent confusion and reduce checkout abandonment.
- **Designed a pre-approval and invoice flow that directly reduced customer back-and-forth:** the service flags garments needing extra care, generates a transparent cost estimate, and requires explicit user approval before proceeding. This builds trust at a high-value transaction moment.

ADDITIONAL PROJECT DELIVERY (40+ PROJECTS)

- **Delivered 40+ UI/UX projects across multiple client engagements** across mobile apps, SaaS dashboards, web apps, and marketing sites, demonstratingconsistent delivery velocity across industries, platforms, and client cultures.
- **Designed responsive, conversion-focused marketing sites and landing pages** for diverse client campaigns, balancing brand requirements with UX best practices.

- **Produced mobile app flows and dashboard UI designs under tight agency timelines,** building strong execution skills without compromising UX fundamentals.

FREELANCE GRAPHIC DESIGNER + VOLUNTEER DESIGNER (2018 – 2021)

Independent · Yogi Divine Society NZ · Visual design & brand identity

- **Delivered freelance graphic and visual design across a range of client briefs,** building independent client management, brief interpretation, and commercial design skills.
- **Volunteered as Graphic Designer for Yogi Divine Society New Zealand,** producing design assets pro bono, demonstrating sustained design initiative outside paid work.

MERCHANDISER (2017 – 2018)

Hoop Brand Activation

- Managed product placement and merchandising across multiple retail locations; analysed demand trends to support stock planning and reduce out-of-stock incidents.

IT SERVICE DESK ANALYST (2015 – 2016)

Dkoded Web Solution

- Provided first-line technical support for digital products and collaborated with development teams to troubleshoot and resolve software issues.

EDUCATION

Master of Computer Application (MCA) (2012 – 2015)

Gujarat Technological University

Graduate Diploma in Information & Communication Technology (Level 7) (2017 – 2018)

ARA Institute of Canterbury, New Zealand

Bachelor of Computer Application (BCA) (2009 – 2012)

Saurashtra University

ADDITIONAL INFORMATION

Languages: English · Hindi · Gujarati

Portfolio: veeralpatel.vercel.app