KRUPALI PATEL

Portfolio: www.krupalipatel.com | krupali.connect@gmail.com | 9409683598

WORK EXPERIENCE

Senior User Experience Designer | GeekyAnts

July 2024 - Present | Bangalore

- Spearheading design strategy across B2B and B2C products to align user experience with business goals, resulting in measurable impact on revenue and engagement.
- Driving data-informed design decisions through A/B testing, heatmap analysis and continuous feedback loops from real users
- Reduced development time by 50% using no-code tools like Webflow and Framer for rapid prototyping
- Built and scaled a design system from scratch, reducing design redundancy by 40%
- Leading and evolving the open-source design system Gluestack, collaborating with developers to gather requirements, provide feedback and define scalable strategies
- Creating and maintaining component libraries in Figma, with strong alignment to coded components through token usage, variant structure and auto-layout best practices
- Mentoring junior designers on accessibility standards, UX writing and component-driven design

User Experience Designer | GeekyAnts

July 2021 - June 2024 | Bangalore

- Designed for real estate, fintech, and SaaS sectors across mobile and web platforms
- Led end-to-end design solutions as the sole designer for WeWork India for 1.5 years, resulting in improved business growth, increased user retention, higher conversion rates, reduced bounce rates, enhanced task completion rates, and overall engagement across digital platforms
- Conducted 1:1 user interviews, usability testing, and heuristic evaluations to drive product improvements
- Advocated for inclusive design, ensuring WCAG compliance across multiple projects
- Collaborated with PMs and engineers for agile delivery and seamless handoff
- Published design blogs and hosted podcasts to contribute to the UX community

Associate Software Developer | SRKay Consulting Group

June 2018 - April 2019 | Surat

- Developed cross-platform mobile application in React Native and worked with cross-functional team.

ACHIEVEMENTS

AI Innovation challenge 2025 by GeekyAnts

3rd place winner for presenting a concept on a smart AI-powered personal finance management app

Blog Maestro, GeekWiz 2025 by GeekyAnts

For writing with clarity, depth and a voice that strengthens company's presence in the tech space

Design X Social : Global Innovation Challenge by UX India Conference 2020

Selected as one of the top 10 finalists out of over 250 entries, with the honour of presenting the project at the conference.

EDUCATION

M.Des in Human Centered Design

Srishti Institute of Art, Design and Technology

July 2019 - July 2021

B.E in Computer Engineering

Sarvajanik College of Engineering and Technology

July 2014 - May 2018

CERTIFICATION

Data Analyst Fellowship

NextLeap

Dec 2024 - Mar 2025

Product Management - Executive program

Indian School of Business (ISB)

Feb 2023 - May 2023

SKILLS

UX

User Research, Wireframing, Visual Design, Design System, Prototyping, Usability Testing, Accessible Design, Speculative Design

Product & Analytics

Product Strategy, Product Analysis, Product management, Product Positioning & Branding, Market Research, Data Analysis, Data Visualization

Tools & Technologies

Figma, Webflow, Framer, React Native, JavaScript, HTML/CSS , SQL, Python, Tableau, Google Analytics

VOLUNTEER

Design Mentor | adplist.org

January 2023 - December 2024

Guided 25+ community members through portfolio reviews and mock interviews