



PINAZ PATEL

UX/UI SPECIALIST

CONTACT DETAILS

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PROFILE SUMMARY

Pinaz is a UX/UI **designer** focused on building brands and creating digital experiences for start-ups, mid-size businesses and fortune 500 companies for **10+ years**. She specializes in bridging the gaps of brand identity with **Design Thinking & User Centered Design** principles to create innovative and impactful design solutions for today's end users.

In addition to design, Pinaz is passionate about yoga, is an avid reader, speaks five languages, does not own a television and is part of the 5 AM club.

SKILL SET

DESIGN

UX/UI Design

Marketing Collateral

Brand Identity

Social Media

Marketing

User Centered Design

User Interface

Storyboarding

Wire-framing

STRENGTHS

Design Thinking

Leadership

Critical thinking

Collaboration

PROGRAMS

Figma

Adobe Suite

Midjourney

Microsoft Office

Keynote

Corel Draw

Canva

Mockingbird

Balsamiq

Ontraport

Trello

Monday.com

Google Analytics

WORK EXPERIENCE

Manager, UX UI

Appnovation | 2021 - Present

- Self starter leader of the UX team at **Pfizer**.
- Collaborate with stakeholders, product owners, developers, user testers
- Create user flows, wireframes, visual interface designs and other relevant deliverables for digital products including web and mobile devices.
- Helping team members and partners align to processes around road mapping, asset storage, design system and work management tools.
- Gap analysis and define solutions within and across teams.
- Mentor/coach Junior and Mid UXCD resources.

Product Designer

Upwork | 2009 - 2021

- Collaborated with Harvard Professor and set up a successful Digital Design Business on Upwork. Worked for more than 100 design jobs. Consulted, designed, and implemented responsive websites, landing pages, marketing collateral, and social media marketing for 50+ clients.
- **Awarded "Top-Rated Freelancer"** with 100% job success, 5-Star Ratings and over 80 reviews.

Design Lead & Digital Marketer

Rosenberg Wellness -New York | 2017 - 2019

- Launched landing pages and websites by design thinking, rapid prototyping, ideation, customer discovery, storyboarding, wireframing, and testing.

Design Consultant

Unibe University - Costa Rica | 2015- 2017

- Collaborated with cross-functional teams. Reimagined and developed a design system for graphics, illustrations, iconography, posters, and educational grade infographics, to create a fun and informative experience within the company.

Graphic Design Executive

HSBC Global Technology | 2006-2009

- Participated to meet and exceed project deadlines and commitments, always keeping internal stakeholders informed of projects and progress.

EDUCATIONAL HISTORY

Google UX Design Professional Certificate
2021

Pune University
Bachelors of Business & Commerce
2000 - 2005

Edit Institute
Diploma in Graphic Design and
Animation
2003 - 2005