Mobile: +44 7407130027
Email: adiipatil77@gmail.com

ADITYA PATIL

Portfolio: www.adityap.co.in
LinkedIn Profile

PROFILE

Results-driven UX Designer with 3+ years creating intuitive and effective enterprise software, predominantly in finance. Experienced across the full design lifecycle, from discovery research to production. Proven ability to solve complex problems by applying skills like qualitative research, service design, design systems, and cross-functional collaboration. Passionate about enhancing product usability and advocating for evidence-led design within agile environments.

SKILLS

Design: User-centred design, Interaction design, Wireframes, Prototypes, End-to-end product experience, Design systems, Design strategy, Visual Design, Design Thinking, Web Accessibility, Responsive Design

User Research: Service Design, Service Blueprint, Usability testing, Qualitative Research, Quantitative Research, Competitive Analysis, UX Benchmarking & ROI, A/B Testing, Data Analysis, User journeys, Research-driven ideation

Tools: Maze, Optimal Workshop, Adobe Analytics, Pendo analytics, Figma, Adobe Creative Suite, HTML, CSS

Strategic & Leadership: Product Strategy, Cross-functional Collaboration, Stakeholder Communication, Mentorship, Self-Starter, Vision Creation, Agile Methodology, Critical Thinking, Feedback culture, Continuous Learning

AWARDS

- Fintech product nominated for UK Banking Tech Awards 2024.
- Ranked 4th in the Reply Challenge for UX design of Pam App.

WORK EXPERIENCE

JP Morgan Asset Management, UK

Experience Designer & Researcher   Nov 2021-Present

Responsibilities:

- Designed zero-stage projects and created minimum viable products (MVP) based on business requirements.
- Enhanced the user experience of the MVP over time through discovery research and usability testing.
- Led three product work streams within a global team.
- Designed components and patterns to contribute to the design system.
- Prioritised product features by leveraging user journey, service blueprints and user experience maps to identify pain points.
- Driven design strategy across diverse business verticals, resulting in cohesive and effective product solutions.
- Utilised analytics tools to understand user behaviour.
- Facilitated monthly design thinking workshops with stakeholders for ideation and problem-solving.
- Advocated for service design and user research methodologies to stakeholders through collaborative workshops.

Achievements

- Doubled product engagement by identifying opportunities within the MVP through user experience mapping, enhancing user interaction and satisfaction.
- Reduced user report analysis time by 50% by integrating AI-generated report summaries into the document detail page, streamlining workflows.
- Developed a novel design framework based on information foraging theory; the framework was swiftly integrated into the product strategy.
- Decreased report document search time from hours to minutes by designing an efficient search platform that streamlined access to broker documents.
- Optimised screen space usage by implementing a responsive design strategy for both large and small screens, improving accessibility and usability.
- Contributed a document viewer component to the design library, now widely utilised by other applications.
- Saved developer hours by standardising design hand-off documentation, ensuring consistency and reducing rework.

The Minimalist Pvt Ltd, India

UX Designer   *Jun 2019-Sep 2020*

- Doubled bill collection amount by enhancing the bill payment flow and making it more prominent on the dashboard, leading to increased user engagement and conversion.

- Boosted Airtel Xstream user base by 30% by designing a seamless mobile-to-TV experience that simplified purchasing subscription plans.

- Led a team of three designers across fintech, telecommunication, and entertainment projects, driving design excellence and ensuring project alignment with business goals.

- Enhanced product effectiveness by conducting discovery research sessions, facilitating usability testing, and presenting design solutions to clients, resulting in data-driven design decisions.

Scottish Education System, UK

Service Designer & Researcher   *Jun 2021-Sep 2021*

- Addressed educational inequalities by conducting expert interviews and observational research.

- Created a service blueprint to visualise service interconnectedness and identify critical touch-points.

NHS Scotland, UK

Service Designer & Researcher   *Jan 2021-May 2021*

- Improved support for MND patients and caregivers by collaborating with designers and researchers.

- Facilitated focus group sessions with NHS healthcare staff to gather actionable insights.

- Conducted desk research and interviews, identifying key areas for service improvement.

- Developed a participatory tool to capture insights from MND patients.

- Visualised stakeholder interactions through a comprehensive service blueprint.

Eduspace technologies Pvt Ltd, India

UX/UI Designer   *Jun 2018-May 2019*

- Enhanced user experience of web and mobile-based applications by reviewing and improving existing designs.

- Developed a Content Management System (CMS) project tailored for teachers, enabling them to create and manage their classes, education material, and test sessions.

- Collaborated with teachers to understand their needs and ensure the CMS project met their requirements.

Creintech Solutions LLP, India

Graphic Designer   *Nov 2016-Jun 2018*

Startup Pune, India

Co-Founder & Designer   *Jun 2016-Jun 2017*

- Conceptualised and executed six to eight quarterly networking events featuring prominent tech entrepreneurs, attracting 100+ attendees per event and facilitating 30+ mentorship connections between attendees and speakers.

- Led design operations and developed the brand identity, enhancing market positioning.

- Organised networking events featuring successful entrepreneurs, promoting knowledge exchange.

EDUCATION & CERTIFICATION

Masters in Design Innovation & Service Design — *Glasgow School of Arts, UK*

Bachelor of Engineering (Mechanical) — *University of Pune, India*

Measuring UX and ROI — *Nielsen Norman Group (NN/g)*

Investment Essential Program — *JP Morgan Chase*

Interaction Design — *Indian Institute of Technology, Guwahati, India*

UX Design — *Interaction Design Foundation*