

# Aashka Patel

UX Designer and Researcher | **Work portfolio:** [aashkaapatel.com](https://www.aashkaapatel.com)

Raleigh NC, USA | [paashka7@gmail.com](mailto:paashka7@gmail.com) | 508-502-0965 | [Linkedin:https://www.linkedin.com/in/aashkaapatel704/](https://www.linkedin.com/in/aashkaapatel704/)

## PROFESSIONAL SUMMARY

UX Designer & Researcher with over 2 years of experience, currently advancing a Master's in Graphic and Experience Design at NC State College of Design. Adept in harnessing user research, interaction design, and AI-driven solutions to craft inclusive, data-driven user experiences. Committed to merging AI with UX to foster innovative, user-centered solutions that anticipate and address evolving user needs.

## WORK EXPERIENCE

### Graduate Teaching Assistant | NC State- College of Design - Raleigh 08/2023 - 08/2024

- Collaborated on complex UX design projects sponsored by SAS and the Laboratory of Analytical Sciences(NSA), **supporting user research, interaction design, and usability testing** for classes of 16 students.
- Assisted students in **developing personas, conducting competitive analysis, and applying inclusive design principles**, resulting in higher project engagement and accessibility.
- Provided hands-on guidance with **wireframing, prototyping, and design software (Figma)**, boosting project efficiency and outcomes.
- Managed classroom dynamics, using differentiated instruction techniques to support diverse learners and facilitate a productive learning environment.

### Graphic and Experience Designer | Tactiles - Ahmedabad, India 07/2022 - 12/2022

- Spearheaded user research by conducting over **15 stakeholder interviews**, uncovering critical insights regarding the needs and challenges faced by visually impaired users to enhance accessibility.
- Designed a visually impaired-friendly board game and packaging, improving ease of play, understanding, independence, and ergonomics, **resulting in a 40% increase in gameplay among target users**.
- Applied **universal design principles**, ensuring the game was accessible and enjoyable, addressing key aspects like tactile feedback, intuitive rules, and low vision support for a diverse range of users.

### Graphic Designer | TSK Design Studio - Karnataka, India 05/2022 - 06/2022

- Collaborated with senior designers on multiple projects, contributing to the elevation of design quality and ensuring cohesiveness across branding, packaging, and UX design efforts.
- Orchestrated **effective communication** within the design team for identity and branding initiatives, playing a key role in enhancing brand identity, resulting in increased brand recognition and consistency.
- Liaised with team members in packaging, publication design, and design research, leading to more informed and **strategic design decisions** that improved project outcomes.

### UX Designer | Flash Fuels Tech(B2B) - Ahmedabad, India 06/2021 - 04/2022

- Optimized the mobile app's UI through **usability testing and iterative prototyping**, improving usability and significantly increasing user engagement.
- Conducted comprehensive user research, including interviews, surveys, and **persona development**, to inform the design of a user-centered, inclusive app for a diverse audience.
- Developed **wireframes, high-fidelity prototypes, user journey maps, and task flows** based on user feedback and usability testing, refining navigation and enhancing the user experience for seamless interaction across the app and website.
- Collaborated with the website design team to ensure cross-platform consistency and a cohesive brand identity across web and mobile.

## PROJECTS

- **National Security Agency(LAS)**- How might the design of an interface use the **affordances of AI** to enable Target Network Analysts (TDNAs) to efficiently and knowledgeably **analyze data** as it moves through the global communication network?
  - Designed an intuitive interface leveraging AI affordances to empower Target Network Analysts (TDNAs) in efficiently analyzing data within the global communication network, conducting user research to identify needs and pain points that informed the design which increased their efficiency in terms of **regulating compliance**.
- **Crosscape**- A cross-platform travel logistics app designed to enhance cultural learning and exploration by providing **personalized recommendations, real-time travel insights, and AR-assisted cultural guidance** for seamless and immersive travel experiences across **desktop, mobile, and smartwatch interfaces**.
- **Cloudcast**- AI Driven mobile application for hurricane tracking app that provides clear, credible information to track storms and ensure my family's safety across different locations.

## EDUCATION

Masters in Graphic And Experience Design(UX UI Design)-North Carolina State University, Raleigh, NC

08/2023 - 05/2025 | GPA: 4.0

Bachelors of Design: Communication Design-GLS University,Ahmedabad, India

06/2019 - 05/2023 || GPA: 3.7