

# Aashka Patel

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

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## PROFESSIONAL SUMMARY

UX Designer & Researcher with 2+ years of experience and a background in psychology and graphic design, currently pursuing my Master's in UI/UX Design from NC State University. My passion lies in observing how people interact with systems and translating those insights into life-centered, AI-enhanced, and data-informed design solutions. Adept in harnessing user research, interaction design, and AI-driven solutions to craft inclusive, data-driven life experiences.

## WORK EXPERIENCE

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

- Mentored design students in applying **Design Thinking, Empathy Mapping, Affinity Mapping, and Persona Development** across UX projects sponsored by SAS and NSA.
- Led workshops on **Wireframing, Prototyping, and Journey Mapping**, fostering higher-quality deliverables and stronger problem-solution alignment.
- Applied **Accessibility / WCAG Compliance** principles to improve inclusion across team projects, resulting in measurable improvements in usability.
- Fostered **stakeholder alignment** and taught strategic use of **design systems, mobile-first design, and hierarchy**.

### 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.
- Contributed to **UI component libraries** and **responsive design frameworks**, ensuring adaptability across platforms.
- Engaged in **competitive analysis** and **contextual inquiry** to uncover insights that influenced packaging and publication design strategy.
- 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**.

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

- Led end-to-end **user research** efforts, including **user interviews, surveys, card sorting, and pain point mapping**, to inform product direction.
- Executed **wireframes, high-fidelity interactive prototypes, and user flows**, driving product clarity and development speed.
- Conducted **heuristic evaluation** and **usability testing** with diverse user groups, contributing to a 30% improvement in navigation efficiency.
- Ensured **cross-platform consistency** using **design systems** and **UX patterns**, supporting responsive design across web and mobile apps.
- Collaborated with dev teams in an **Agile** environment to deliver a feature-complete MVP aligned with **design goals**.

## 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 real-time **tracking, family geolocation, and community insights** during weather crises.

## SKILLS

Life-Centered Design, User Interviews, Contextual Inquiry, Affinity Mapping, Journey Mapping, Usability Testing, Empathy Mapping, Research Synthesis, Heuristic Evaluation, Figma, Prototyping, Micro-interactions, Data-Driven Decisions, Feature Prioritization, Inclusive Design

## EDUCATION

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

08/2023 - 05/2025 | GPA: 4.0

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

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