

Apurva Patil

User Experience Designer

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SKILLS

- **User-experience Designing Skills:** UX Design, UI Design, Qualitative Research, Empathy, Design Systems, User Interactions, Visual Design, Customer Journey Mapping, Prototyping, User Interviews, Wireframing, Information Architecture, User Testing, User Interface Design, Competitive Product Analysis, Interaction Design, Micro-Interaction Design, Market Research, Responsive Design, Agile Project Management, Typography, Layouts, Data Visualization.
- **Tools:** Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Axure, Figjam, JIRA, IBM Rational.
- **Programming Languages:** HTML5, JavaScript, and CSS3.

EDUCATION

Indiana University Bloomington, Indiana, USA

Masters Of Science in Human-Computer Interaction (HCI)

Aug 2022 – May 2024

University of Mumbai, Maharashtra, India

Bachelor of Engineering in Information Technology

Aug 2015 – May 2019

PROFESSIONAL EXPERIENCE

Graduate Teaching Assistant - Informatics I300 HCI/Interaction design

Indiana University Bloomington, USA

Aug 2023 – May 2024

- Mentored and guided 50+ undergraduates in a comprehensive user interface design course, imparting knowledge and skills in effective usability assessments.
- Leveraged quantitative and qualitative approaches, fostering expertise in usability studies, heuristic inspections, interviews, and surveys.

Graduate Teaching Assistant - Informatics I400/590 Product Management

Indiana University Bloomington, USA

Aug – Dec 2023

- Collaborated closely with Professor Kaycee to encourage active participation in class discussions from 38 students and offer constructive feedback to students during personalized office hour sessions.

UI/UX Design Intern

Tech Mahindra AMERICAS Inc @Verizon, USA

Jul 2023 – Aug 2023

- Collaborated on three UI/UX projects at Verizon, focusing on SRE, DB automation, and CI/CD projects.
- Gathered and combined detailed requirements from stakeholders, creating comprehensive mind maps, elaborate wireframes, and mockup designs for the SRE mobile application.

UI/UX Designer

Reliance Jio Platforms Limited, Navi Mumbai, India

Mar 2021 – May 2022

- Enhanced JioMeet's Recording Feature: Initiated a major redesign of JioMeet's recording capabilities, resulting in a 70% increase in sales and significant user growth. Adapted user interfaces to accommodate rapid expansion to 15 million users, successfully enhancing user satisfaction across diverse demographic groups.
- Project Leadership and Design Execution: Played a key role in developing JioMeet's webinar features and the Supreme Court of India's video-conferencing application. Implemented user-centered design principles to improve accessibility by 20%, conducted extensive user research, including over 10 in-depth interviews annually, and leveraged findings to inform continuous UX improvements.
- Streamlined Design Processes: Translated complex user requirements into intuitive and effective designs, leading to a 40% rise in user satisfaction and a 35% enhancement in product quality post-launch. Reduced design revision cycles by 70%.

Assistant Manager - Software Quality Assurance Engineer

Reliance Jio Platforms Limited, Navi Mumbai, India

Jul 2019 – Feb 2021

- Spearheaded a 5-member service validation team at Jio Financial Services, managing daily software testing and monitoring post-development outcomes, resulting in enhanced software quality and improved customer satisfaction.
- Executed qualitative testing and led cross-functional collaboration to rectify over 100 software defects, significantly boosting user engagement by 82%; served as a Software Quality Assurance Engineer within an Agile team, utilizing Java, Cucumber, Selenium, and Spring to develop tests and document requirements.

PROJECTS

JioMeet Meeting Recording ([Project Link](#))

Reliance Jio Platforms Limited

Nov – Mar 2022

- Designed a cross-platform meeting recording feature, resulting in a 40% boost in productivity and a 50% improvement in information retention.
- Chartered the development of over 100 screens for the revitalized JioMeet, driving increased sales and attracting 15 million new users

JioMeet Notification Design System ([Project Link](#))

Reliance Jio Platforms Limited

Dec – May 2021

- Designed the JioMeet Design System to ensure consistency and a seamless user experience across both in-call and external call interfaces. Implemented comprehensive design guidelines and components for improved usability and visual coherence, resulting in a 30% increase in user engagement.

CERTIFICATIONS

Foundations of User Experience(UX) Design ([Certification Link](#))

Google Certification | Coursera

May 18, 2021

Starting the UX Design project: Empathize, Define, and Ideate ([Certification Link](#))

Google Certification | Coursera

Sept 18, 2021

Building Wireframes and Low-Fidelity Prototypes ([Certification Link](#))

Google Certification | Coursera

Nov 15, 2021