YAAGNI PATEL

Senior UX/UI Designer

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I'm a UX/UI Designer who's intrigued and excited by the innovation, technical construction and pragmatic approach behind well designed products and systems. I believe functionality of a product or service revolves around the user needs, experience and perspective. I am a fast learner, detail orientated and adaptable when it comes to change in project requirements to meet business goals.

EXPERIENCE

Senior UX Designer at Kai Consulting *(Film/Production Finance Management)*
Jan 2025 - Present

Octopus PMI Web Project

- Leading a team of UX designers to modernize a legacy 1990s desktop system into a responsive, user-friendly website, enabling remote access for users.

- Enhanced the website's UI aesthetic, implementing a minimalist and modern design approach to create a more dynamic user experience.

- Collaborated closely with developers to deliver wireframes that align with both front-end and back-end development requirements.

- Developed and established a comprehensive Design System to ensure consistency across the site and streamline the wireframing process, improving team efficiency.

- Encouraging the team to be more innovative and to use UX principles when creating new concepts.

UX Designer at Entain plc *(Sports and Gaming)*
Sept 2020 - Nov 2024

Ladbrokes & Coral - Sportbook

- Led the design vision and set product direction for new features to redesign the My Bets area on native apps and desktop. Improving hireachy of information, simplification and consistency in UI design resulting in a 40% increase in customer satisfaction.

- Created wireframes, user journeys and interactive protoypes throughout the design process.

- Carried out extensive research and user testing for a range of projects whilst presenting findings to project managers and stakeholders.

- Participated in UAT and development of the product collaborating with Project Managers, BA's and Developers to identify and problem solve tech constraints to deliver an MVP.

- Involved in the understanding and education of accessiblity in design and carried out workshops for team members on presentation skills.

Poker X / Party Poker

- Designing new poker interface specifically focussing on the players experience during play.

- Led a team of UX/UI designers and contribute to the development and strategy of online poker table and gameplay elements.

- Collaborating with UX researchers to gain insights both quantitative and qualitative data to validate designs throughout.

- Creating prototypes on Axure and Figma for user testing and vaildation.

- Present concepts and designs to stakeholders for feedback and sign off.

- Responsible for leading workshops for colleagues to use Branching in Figma with UX copywriters.

Marketing Designer at Precision Lighting & RCL
Nov 2019 - Feb 2020

- Analysed and evaluated the process of constructing lighting products to create instruction booklets.

- Optimised the data efficiency through collating data for all product launches to allow for an easy access point for employees.

- Designed layouts and sketches for a brochure in Illustrator and InDesign.

Freelance UX Designer at Adheradata *(NHS Dispensing Data)*
Dec 2018 - Jan 2019

- Evaluated user perspectives through discussions with pharmacists to understand the complex available data.

- Analysed the website in relation to user needs and providing detailed recommendations on layout and navigation of the website.

- Redesign of UI and created wireframes in Photoshop and InVision to improve user experience.

Freelance Graphic Designer for Instructional Technologist
(London School of Hygiene and Tropical Medicine)
Sept 2016 - Dec 2023

- Implemented an infographic flow chart for sustainable development goals and displaying the organisation for surgical services forTrachoma used by over 5000+ students from 160 countries.

- Constructed several infographics for Massive Open Online Courses (MOOC) on FutureLearn presentations that are used as teaching aids for eye health training programmes.

- Coordinated the creation of Diabetic Retinopathy and Retinopathy of Prematurity infographics for the MOOC. Optimising a visual learning tool on an online course.

- Graphic of the anatomy of the eye and an infographic of pathophysiology of diabetic eye disease.

- Created an infographic for the Community Eye Health Journal to structure the content and understand the links between each section on human resources.

EDUCATION

MBA Essentials Course LSE *(January 2024 - March 2024)*
Overall Result : 89.3%

UX Design Institute Professional UX Diploma *(2019-2020)*
Overall Result : Pass

FutureLearn Accenture Digital Skills and UX/UI Course Certificate *(2019)*
Test Score: 86%

Brunel University London - Industrial Design & Technology BA with Placement *(2014 - 2018)*
2:1 Upper Division Hons
Relevant Modules: Human Factors (A+), User Experience Design (A)

HARD SKILLS

Figma	Microsoft Office
Sketch	Apple iOS
Adobe XD	Creative Cloud
Photoshop	Google Analytics
Indesign	Axure
Illustrator	Premiere Pro
Invision	After Effects

SOFT SKILLS

Leadership

Team work

Adaptability

Problem Solving

Creativity

Communication

Presentation