

# 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 cross-functional, agile UX design team in the digital transformation of a legacy 1990s desktop finance management system into a modern, responsive web platform, enabling secure remote access for production clients and finance teams..
- Directing the design strategy and roadmap, aligning user experience goals with the company's wider digital transformation objectives and financial workflow automation.
- Enhanced accessibility and inclusivity, implementing WCAG and ARIA standards to ensure compliance and usability for a diverse range of users across devices and assistive technologies.
- Developed and maintained a comprehensive design system to ensure visual consistency, accessibility compliance, and efficient cross-team collaboration.
- Contributed to the development of OMPI Web, a SaaS platform specialising in SAP integration and financial optimisation, resulting in a 30% faster financial reporting process and a 25% reduction in processing errors.
- Translated complex financial workflows and user research into intuitive design flows and interactive prototypes, improving adoption and reducing onboarding time.

### **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 hierarchy of information, simplification and consistency in UI design resulting in a 40% increase in customer satisfaction.
- Created wireframes, user journeys and interactive prototypes 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 accessibility in design and carried out workshops for team members on presentation skills.

## **Poker X / Party Poker**

- Designed a new poker interface with a strong focus on enhancing the player experience during live gameplay, improving engagement and usability.
- Led a team of UX/UI designers, contributing to the overall strategy and development of the online poker table interface and core gameplay elements.
- Collaborated with UX researchers to analyse both quantitative and qualitative insights, using data-driven validation throughout the design process.
- Created interactive prototypes in Axure and Figma for iterative user testing and design validation.
- Presented design concepts and prototypes to stakeholders, incorporating feedback to align with business and user goals.
- Facilitated workshops for designers and UX copywriters on advanced Figma features such as Branching, improving collaboration and workflow efficiency.

## **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.
- Ensured design outputs adhered to GDS and accessibility standards, maintaining consistency with the wider design system.
- 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 Sketch 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 for Trachoma 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

**UX&AI Course Stanford University** (May 2025 - August 2025)

**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)

HARD SKILLS	SOFT SKILLS
Figma	Microsoft Office
Sketch	Apple iOS
Adobe XD	Creative Cloud
Photoshop	Google Analytics
InDesign	Axure
Illustrator	Premiere Pro
Invision	After Effects
	Leadership
	Team work
	Adaptability
	Problem Solving
	Stakeholder Management
	Communication
	Presentation

## ADDITIONAL INFORMATION

UK Resident (British Citizen)

SC clearance Eligible