



# KHUSHBOO PATEL

Senior Product UX Designer

 Gujarat, India

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## PROFESSIONAL SUMMARY

- 2.7 years of experience in managing B2B human-centered SaaS product design journey seeking the position of an Assistant Product Manager. Proficient in assessing client requirements from a technological & business point of view, to shape more than 4 complete products that successfully meets client needs and industry standards. Skilled at guiding multidisciplinary teams to deliver compelling value to the organization and its clients.

## EMPLOYMENT HISTORY

**Asst. Manager - Product Design,** Mumbai  
**Planet NEXTgen Technologies India Pvt. Ltd.**

December 2022 - Present (~ 10.5 months)

- Orchestrated a team of **4 designers** in revolutionizing the UX of B2B tech solutions participating in end to end product development process.
- Achieved a **40% reduction in user onboarding time** through intuitive interface optimizations and streamlined workflows.
- Pioneered the product journey for **5+ cutting-edge solutions** in oil and gas, food manufacturing, logistics, and healthcare sectors.
- Achieved a remarkable milestone by delivering a comprehensive new product visualization in **less than the budgeted time frame of 12 months**.
- Employed scrum methodology for **effective management in 2 project execution**.
- Collected **15+ data-backed feedback** from users to bring continuous improvements.

**UI UX Designer,** Mumbai  
**Planet NEXTgen Technologies India Pvt. Ltd.**

June 2021 - December 2022 (1 year 7 months)

- Worked on **product marketing** for **more than 3 products**.
- Curating sales pitch presentations for nearly **7 clients**.
- Developed a **Product Requirement Document (PRD)** alongside designing.
- Created **brand guidelines** and **product style guide** for **3 new products**.
- **Mentored 3 young design interns** in the domain of user interface and experience design over the period of **7 months**.
- Initiated a **50% organizational cost saving** by building an in-house design team.

**Graphic Designer, JJD Innovations** Australia - Remote

December 2020 - June 2021 (6.5 months)

- Re-branded a Healthcare Facility, Toowoomba Specialists, located in Australia, a **place where every 1 in 6 middle-aged men suffers from prostate cancer**.
- Conducted **user research** for the **target group** (middle aged men) and derived a brand with **6 specialist's departments** under a brand system for **new business development**.

**Design Intern, Brand-form** Dubai - Remote

September 2020 - November 2021 (3 months)

- Assisted a variety of **branding and marketing** projects for **3 clients**.

## COURSES

**PG Certificate Specialization in Digital Transformation, AI/ML and Product Growth, Duke CE - upGrad**

July 2023 - December 2023

- Capstone Projects Completed

**Project Management with Jira, Jira by Atlassian**

August 2022 - January 2023

- Scrum, Kanban, XP, Lean

**Agile Project Management with Google - Corsera**

June 2022 - August 2022

- Asana Software
- Project Planning
- Change Management

## KEY SKILLS

- Design Thinking
- UI UX / Product Design
- Creating Product Artefacts: User Persona, User Journey Map, Product Feature List
- Market & User Research
- Usability Testing
- Leadership & Training
- Market Analysis
- Cross-functional Team Management

## TECHNICAL SKILLS

- Proficient with Design Software: Adobe Illustrator, Adobe XD, Photoshop and Figma
- Microsoft Excel, PowerPoint and Word

## EDUCATION

2022-23 (1 year)  
Virtual Learning

Post Graduation Certificate in Product Management  
Duke Corporate Education  
**87.68 %**

**Learnings:** Product Market & User Research | Product Artifacts: User Journey Map & Persona | Wireframing & Prototyping | MVP + Usability Testing | Product Analytics | Excel & SQL | Growth, Engagement & Monetisation | GTM Strategy | Product Planning & Development | Tech 101 for PMS

2017-21 (4 years)  
Gandhinagar, India

Bachelor of Design (B.Des)  
Visual Communication,  
UID, Karnavati University  
**University Gold Medalist**

**Relevant Learnings:** Product & UI UX Design | Visual Language | Interaction Design | Product Navigation Design | Branding | Brand Story | Advertising & Marketing Design | Presentation & Brand Collateral | User Research | Intuitive User Interface & Experience Design | Color Psychology