

Aashka Patel

UX Designer and Researcher | United States | 508-502-0965 | paashka7@gmail.com |

Website: aashkaapatel.com | linkedin.com/in/aashkaapatel704

Professional Summary

I design clarity into complex systems. With 2+ years in high-stakes fields like fintech, education and compliance, I focus on turning dense data into intuitive tools. My approach is practical and metric-driven: I don't just deliver mockups; I build systems that have reduced developer friction by 20% and accelerated user navigation by 30%. I bridge the gap between user research and engineering reality, grounding my work in life-centered design to solve for the user's broader ecosystem, not just the interface.

Work Experience

Global Logistics Group

UX/UI Designer

Sep 2025 - Present | Stafford, VA, USA

- **Experience Strategy & Redesign:** Led a comprehensive website overhaul grounded in shipper/carrier journey mapping and task flow optimization to strictly improve conversion rates and clarity.
- **Quantitative Audit & Analytics:** Conducted WCAG accessibility, SEO, and competitive audits, translating Google Analytics insights into actionable Information Architecture (IA) and content enhancements.
- **Design Systems Architecture:** Established a scalable design system in Figma using design tokens, variables, and reusable components to accelerate the creation of wireframes and high-fidelity prototypes using Figma Make.
- **Growth & Technical Performance:** Drove SEO optimization and analytics tracking in partnership with engineering, significantly improving site discoverability and measurement accuracy.
- **Enterprise Workflow Integration:** Aligned website UX with sales workflows by supporting Apollo.io and Salesforce integrations, directly enhancing lead tracking and data-driven decision making.

National Security Agency (LAS)

UX Designer and Lead Researcher

Jan 2024 - May 2024 | Raleigh, NC, USA

- **Discovery & Workflow Analysis:** Conducted workflow analysis and 10 stakeholder interviews to uncover and resolve cognitive friction in TDNA compliance processes.
- **Complex Systems Prototyping:** Designed 25+ wireframes and high-fidelity prototypes in Figma, leveraging AI-assisted filtering and intent tagging to streamline analysis.
- **Explainable AI (XAI) Strategy:** Improved trust in AI outputs by refining model interpretability; domain expert feedback reflected a 35% increase in perceived decision clarity.
- **Iterative Testing & Validation:** Led testing with 8–10 participants, using iterative refinements to reduce information overload and align interface logic with analyst mental models.

Flash Fuels Tech(B2B) (Fuel Delivery Business)

UX Designer - Project Lead

Jun 2021 - Aug 2022 | Ahmedabad, GJ, India

- **Product Definition & Strategy:** Led end-to-end research for 3 core features via 20+ interviews and pain point mapping, shaping workflows for 500+ enterprise clients.
- **Design-to-Development Handoff:** Designed interactive prototypes and user flows that resulted in a 20% reduction in developer clarification cycles.
- **Usability Engineering:** Conducted heuristic evaluations and moderated usability testing, contributing to a 30% improvement in navigation efficiency.
- **Multi-Platform Architecture:** Maintained cross-platform consistency using reusable UX patterns, supporting responsive design across web and Android mobile platforms.

North Carolina State University | College of Design

Graduate UX Designer (Mentor)

Aug 2023 - Aug 2024 | Raleigh, NC, USA

- **Design Leadership:** Guided 25+ undergraduate students in Design Thinking and Persona Development for major UX projects sponsored by SAS and NSA.
- **Team Enablement:** Led 5+ workshops on Wireframing and Journey Mapping, resulting in higher-quality deliverables and stronger problem-solution alignment.

Projects

Finmates

Personalized Financial Literacy App for International Students

Apr 2025 | <https://www.aashkaapatel.com/finmates>

- **User-Centric Discovery:** Identified gaps in financial literacy for 12+ international students, creating features that reduced credit system confusion by 35%.
- **Interaction Design:** Designed and tested 20+ localized prototypes; iterative testing improved savings flows and increased engagement by 25%.

Crosscape

Multi-Platform Travel & Culture App

Dec 2024 | <https://www.aashkaapatel.com/crosscape>

- **Strategic Prioritization:** Addressed information overload for culture-focused travelers through rigorous user research and competitive benchmarking.
- **Immersive UI & Performance:** Designed AR-enabled UI flows where usability tests demonstrated a 25% increase in task efficiency and a 40% improvement in differentiation.

Skills

Adobe Creative Suite, InVision, Wireframing, Heuristic Evaluation, Responsive Design, JavaScript, HTML, Information Architecture, Agile Methodologies, Competitive Analysis, Affinity Diagramming, Usability Testing, A/B Testing, Contextual Inquiry, Data-driven decisions, Design Systems, Figma, Prototyping, Storyboarding, Life-Centered Design, User Interviews, Journey Mapping, Visual Design Principles, Mockups & Style Guides, Scenario Design, Inclusive Design.

Education

North Carolina State University

Masters | Graphic And Experience Design(UX UI Design) | GPA: 4.0

May 2025

Raleigh, USA

GLS University

Bachelors | Communication and Graphics Design | GPA: 3.4

May 2023

Ahmedabad, India