

# Aashka Patel

UX Designer and Researcher | United States | 508-502-0965 | [paashka7@gmail.com](mailto:paashka7@gmail.com) |

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## Professional Summary

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I design clarity into complex systems. With 2+ years in fintech, education, and compliance, I apply visual design principles and inclusive design to create interfaces that are emotionally and culturally intelligent. My practical, results-focused approach has reduced developer friction by 20% and accelerated navigation by 30%. I bridge the gap between user research and engineering, grounding my work in life-centered design to solve for the broader user ecosystem.

## Work Experience

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### Community Innovations Foundation

**Product Design Mentor** | Feb 2026 - Present | Irvine, CA, USA | Remote

- Spearheaded a comprehensive UX syllabus and established foundational workflows using Agile Methodologies, standardizing the educational experience and improving operational efficiency by 20%.
- Empowered 15+ students through end-to-end design thinking methodologies, providing hands-on guidance that elevated project quality scores by an average of 25%.
- Moderated weekly design critique sessions for a community of 10+ members, fostering a collaborative environment and accelerating individual portfolio development.

### Global Logistics Group

**UX/UI Designer (Contract)** | Sep 2025 - Feb 2026 | Stafford, VA, USA | Remote

- Spearheaded a comprehensive website overhaul grounded in shipper/carrier journey mapping and task flow optimization, improving conversion rates by 15%.
- Conducted WCAG accessibility, SEO, and Competitive Analysis, translating Google Analytics insights into 50+ actionable Information Architecture (IA) and content enhancements.
- Established a scalable design system using design tokens and reusable components, reducing high-fidelity prototyping time by 50% in Figma and Adobe Creative Suite.
- Drove SEO optimization and analytics tracking in partnership with engineering, resulting in a 40% increase in organic site discoverability.
- Aligned website UX with sales workflows by supporting Salesforce and Apollo.io integrations, directly enhancing lead tracking and evidence-based decision making.

### National Security Agency (LAS)

**UX Designer and Researcher (Collaboration Project with NC State)** | Jan 2024 - May 2024 | Raleigh, NC, USA

- Conducted workflow analysis, Contextual Inquiry, and 10 User Interviews to uncover and resolve cognitive friction in TDNA compliance processes.
- Designed 25+ wireframes and high-fidelity prototypes in Figma, leveraging AI-assisted filtering and intent tagging to streamline analysis.
- Improved trust in AI outputs by refining model interpretability; domain expert feedback reflected a 35% increase in perceived decision clarity.
- Orchestrated testing with 8–10 participants, using Affinity Diagramming and iterative refinements to reduce information overload and align interface logic with analyst mental models.

### Flash Fuels Tech(B2B) (On Demand Fuel Delivery Startup)

**Product Designer** | Jun 2021 - Aug 2022 | Ahmedabad, GJ, India

- Directed end-to-end research for 3 core features via 20+ interviews and pain point mapping, shaping workflows for 200+ enterprise clients.
- Designed interactive prototypes using HTML and JavaScript that resulted in a 20% reduction in developer clarification cycles.
- Conducted Heuristic Evaluation and moderated usability testing, contributing to a 30% improvement in navigation efficiency.

## North Carolina State University | College of Design

**Graduate UX Designer (Mentor)** | Aug 2023 - Aug 2024 | Raleigh, NC, USA

- Guided 25+ undergraduate students in Design Thinking and Persona Development for major UX projects sponsored by SAS and NSA.
- Facilitated 5+ workshops on Wireframing and Journey Mapping, resulting in higher-quality deliverables and stronger problem-solution alignment.
- Evaluated student project progress through bi-weekly performance reviews, providing constructive feedback to ensure alignment with industry-standard UX practices.
- Managed communications between project sponsors (SAS and NSA) and student teams, ensuring research objectives and stakeholder requirements were successfully met.

## Projects

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### 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

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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

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### 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: 3.7**

May 2023

Ahmedabad, India