

Aashka Patel

UX Designer and Researcher

✉ paashka7@gmail.com ☎ +1 508-502-0965 📍 United States 🌐 aashkaapatel.com 📄 linkedin.com/in/aashkaapatel704

SUMMARY

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.

EXPERIENCE

Product Design Mentor

Feb 2026 – Present

Community Innovations Foundation

Irvine, CA, USA

- 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.

UX/UI Designer (Contract)

Sep 2025 – Feb 2026

Global Logistics Group

Stafford, VA, USA

- 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.

UX Designer and Lead Researcher (Contract Project)

Jan 2024 – May 2024

National Security Agency (LAS)

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.

Graduate UX Designer (Fixed-Term Assistantship)

Aug 2023 – Aug 2024

North Carolina State University | College of Design

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.

Product Designer – Project Lead

Jun 2021 – Aug 2022

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

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.
- Maintained cross-platform consistency using reusable UX patterns, supporting responsive design across web and Android mobile platforms.

SKILLS

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

EDUCATION

Masters	May 2025
North Carolina State University	Raleigh, USA
Graphic And Experience Design(UX UI Design)	4.00/4.00
Bachelors	May 2023
GLS University	Ahmedabad, India
Communication and Graphics Design	GPA: 3.70/4.00

PROJECTS

Finmates	Apr 2025
Personalized Financial Literacy App for International Students developed using Scenario Design and Usability Testing.	
Crosscape	Dec 2024
Multi-Platform Travel & Culture App featuring comprehensive Storyboarding and user flow mapping.	