Spruha Patel

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UX Designer II | Costco Travel | Issaquah | AUG 2022 – Present

- Leading UX features and site enhancements from start to finish, defining product needs, and supporting development through launch. Collaborating closely with product managers, developers, researchers and marketing leadership and facilitating stakeholder reviews.
- Led UX architecture redesign for "**Improving flight selection process**" enhancing user experience of more than **3.5 million** members.
- Redesigned "**Hotel fact sheet**" to improve discoverability of amenities, increasing perceived findability of information by **25%** and reducing time on task by **56%**.
- Key contributor to redefine the Costco Travel brand and explore multiple concepts to elevate the design system. Mentored junior designers, contributing to overall team success.

UX Designer | City of Seattle | Remote (Contract) | AUG 2021 – JUN 2022

- Led the design for "**Landlord Owner Agent**" portal for Seattle City Light impacting **2,600+** agents and landlords.
- Co-designed "Advance view usage & Proxy features for Residential & Commercial accounts" for Seattle Public Utilities by teaming up with senior designer, business analysts, developers, QA engineers and software vendors to conceptualize, design and test the overall design.

UX Designer | Microsoft | Remote (Contract) | NOV 2020 – AUG 2021

- Designed and developed "AAAP (Azure Analytics and AI Accelerate Program) Navigation Wizard" using PowerApps. This tool helped Azure sales org (more than **30K users**) to manage resources for Enterprise customer projects.
- Designed 4 Data Visualization products showcasing various Azure Analytics and AI capabilities and partnered with multidisciplinary team of Directors from Data and AI org, PMs, engineers, writers and other designers on delivery and demos to Azure Enterprise clients.

Freelance UX Designer | The Homeful Group | Remote | JUL 2020 – NOV 2020

Consulted with business clients to review their products and provide design solutions addressing user needs and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping.

Freelance UX Designer | Distanceware | Remote | JAN 2020 – JUL 2020

As the sole designer, worked directly with the Product Owner to define product requirements, information architecture, experience design along with brand identity. Collaborated with development team as part of agile sprints.

Voice UX Design Certification | Career Foundry | JUL 2020
Learnt Design principles and foundations, interaction design for Voice AI

UX Design Certification | Udemy | DEC 2019
Earned Interaction Design Specialty by completing 90+ hours of instruction and passing 6 exams.
Skills achieved:

- **Design:** design thinking, storyboarding, sketches, low fidelity to high fidelity wireframing, prototyping, illustrations, lean UX, Agile software development, information architecture, and content strategy
- **Research**: usability testing, surveys, interviews, competitive analysis, affinity mapping, journey mapping
- **Tools:** Sketch, Figma, Adobe Creative Suite, Invision Studio, HTML/CSS/JS, Blender, 3D Max

Master of Urban Planning | CEPT University | Ahmedabad, India | MAY 2019
Bachelor of Architecture | CEPT University | Ahmedabad, India | DEC 2013

Community Involvement - Hexagon UX | Seattle Chapter | JAN 2021 – Present

Active member participating in events, mentorship programs, workshops and guiding entry-level and aspiring designers in the UX community.