Ayush Patil

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PROFILE

As a passionate student with a strong foundation in Computer Science, I focus on UI/UX design to create functional and user-centered digital experiences. I am skilled in user research, prototyping, wireframing, and developing design systems that align with both brand identity and user needs. With experience translating business objectives into effective design solutions, I have improved engagement by 30% through thoughtful, data-driven design. Eager to apply my technical and design expertise to solve complex challenges and develop impactful digital products.

EDUCATION

B.Tech in Computer Science and Engineering   2021 – 2025
Vellore Institute of Technology, Vellore
- Specialization: Internet of Things (IoT)
- Active member of Mozilla Firefox Club and Yuva Marathi Club.
- Relevant Coursework: Human-Computer Interaction, Product Design, Software Engineering, and IoT Applications.

EXPERIENCE

Design Head   03/2023 – 03/2024 │ Vellore
Mozilla Firefox Club 🔗
- Led product design and branding efforts for the Mozilla Firefox Club, ensuring cohesive and engaging user experiences across all touchpoints.
- Developed and maintained a design system that enhanced brand consistency and reduced development time by 25%.
- Conducted competitive analysis and user research to identify opportunities for improving the club's digital presence.
- Collaborated with cross-functional teams, including developers and marketers, to translate design concepts into successful product launches.
- Increased overall engagement by 30% through optimized user experience and intuitive design.

PROJECTS

ROOMOPS UI Design 🔗
- Developed *RoomOps*, a student accommodation management platform aimed at streamlining the process of room booking and logistics.
- Designed the platform with a responsive, mobile-first layout to ensure smooth functionality across different devices.
- Created wireframes and interactive prototypes to iterate design solutions and gather early feedback.
- Worked closely with team members to incorporate feedback, adjust design elements, and enhance the overall user experience.

Poster & Logo Designs 🔗
Mozilla Firefox Club
- Designed a wide range of marketing materials that aligned with the club's brand and vision, boosting event attendance and online visibility.
- Led UX research efforts to better understand user needs and behavior, incorporating findings into product designs that improved user retention.
- Delivered a scalable design system that streamlined future design processes, reducing time spent on repetitive tasks.

Roommate Dhoondo 🔗
- Conducting user research to identify the key challenges students face when finding roommates.
- Creating wireframes and prototypes to visualize the user flow and optimize the matching process.
- Designing an intuitive interface that simplifies profile creation and roommate search.
- Ensuring mobile-first design for accessibility across all devices. This platform helped enhance the student community's ability to connect and find living companions, boosting engagement and satisfaction within the user base.

SKILLS

- **Product Design**: UX/UI Design, Prototyping, Wireframing, User Research, Product Strategy
- **Design Tools**: Figma, Adobe XD, Sketch, InVision
- **Programming Languages**: HTML, CSS, JavaScript
- **Other Tools**: Git, Jira, Slack, Trello
- **Soft Skills**: Problem Solving, Collaboration, Stakeholder Management, User-Centered Design