



Product Designer

Smit Patel

Employment

Product Designer / OneCard [↗](#)

Jan 2023 — Present

- ▶ Exploring Fintech sector - designing a premium credit card experience for more than a Million users.
- ▶ Designing OneScore Learn - Creating financial awareness and helping people make better financial decisions.

UI/UX Designer / Zeo Route Planner [↗](#)

Jul 2021 — Dec 2022

- ▶ Designed MVP for a new venture [Zeo Business](#) - Conducted UX research, created flows and wireframes. Designed a small UI Library and visuals for both web platform and mobile app.
- ▶ Designed a high impact landing page for the company which increased the page views by ~150%, decreased the bounce rate by ~90% and exit rate by ~40%.

Founding Designer / EzQuant Algo trading [↗](#)

Sept 2019 — Aug 2021

- ▶ Worked in tandem with the founders and other teams to establish the vision and the overall experience of the brand to produce the logo, colours, website, and social media branding.
- ▶ Crafted YouTube assets and educational video content while collaborating with the founders to improve the brand's social media presence.

Education

Gujarat Technological University

Aug 2017 — Aug 2021

Bachelor's of Engineering in Information Technology,
CGPA: 9.42/10.00

Kendriya Vidyalaya

Sep 2013 — Aug 2015

Higher Secondary School Certificate, Percentage : 88%

Contacts

Portfolio

smit.simple.ink

Email

hello@smeeet.work

Phone

(+91) 9409615146

Linkedin

[mesmitpatel](https://www.linkedin.com/in/mesmitpatel)

Work Instagram

[sme.eet](https://www.instagram.com/sme.eet)

Skills

Product Design

UI/UX

Social Media Design

3D Art

Brand Experience

Tools & Tech

Figma

Adobe Illustrator

Photoshop

Blender 3D

Adobe After Effects

Miro

Adobe XD

Node.js

Balsamiq

HTML

CSS