



Product Designer • Pune, IN

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 '17 — Aug '21

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

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Work Instagram

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Skills

User-centred design

Visual Design

Prototyping

Developer handoff

Design Systems

3D

Tools & Tech

