

Apurva Patil

User Experience Designer

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SKILLS

- **User-experience Designing Skills:** Qualitative Research, Customer Journey Mapping, Interactive Prototyping, In-depth User Interviews, Wireframing, Information Architecture, User testing, User Interface Design, Regression testing, ANOVA, and T-Tests
- **Tools:** Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Axure, Figjam, JIRA, IBM Rational
- **Programming Languages:** Python, JAVA, HTML5, CSS3 and R, SQL, STATA, SPSS

EDUCATION

Indiana University Bloomington, Indiana, USA

Masters Of Science in Human-Computer Interaction

Aug 2022 – May 2024

University of Mumbai, Maharashtra, India

Bachelor of Engineering in Information Technology

Aug 2015 – May 2019

PROFESSIONAL EXPERIENCE

Graduate Teaching Assistant - Informatics I300 HCI/Interaction design

Indiana University Bloomington, USA

Aug 2023 – Current

- Mentored and guided 50+ undergraduates in a comprehensive user interface design course, imparting knowledge and skills in effective usability assessments.
- Leveraged quantitative and qualitative approaches, fostering expertise in usability studies, heuristic inspections, interviews, and surveys.

Graduate Teaching Assistant - Informatics I400/590 Product Management

Indiana University Bloomington, USA

Aug 2023 – Dec 2023

- Collaborated closely with Professor Kaycee to encourage active participation in class discussions from 38 students and offer constructive feedback to students during personalized office hour sessions.

UI UX Design Intern

Tech Mahindra AMERICAS Inc @Verizon, USA

Jul 2023 – Aug 2023

- Collaborated on three UI/UX projects at Verizon, focusing on SRE, DB automation, and CI/CD projects.
- Gathered and combined detailed requirements from stakeholders, creating comprehensive mind maps, elaborate wireframes, and mockup designs for the SRE mobile application.

UI/UX Designer

Reliance Jio Platforms Limited, Navi Mumbai, India

Mar 2021 – May 2022

- Revamped JioMeet's (a Video calling application) user experience and interface, driving a 70% sales increase. Swiftly adapted designs for 15 million user growth and heightened satisfaction for users from different demographics.
- Achieved significant accomplishments, notably driving a 40% increase in JioMeet webinar engagement, enhancing Virtual conference setup efficiency by 35%, and facilitating seamless video conferencing for India's Supreme Court via a robust VC application.

Service Validation Lead - Jio Payments Bank

Reliance Jio Platforms Limited, Navi Mumbai, India

Jul 2019 – Feb 2021

- Led a 5-member service validation team at Jio Financial Services, overseeing daily testing and post-development results. Improved software and boosted customer satisfaction.
- Conducted qualitative testing, collaborating across teams to resolve 100+ defects.
- Enhanced user experience, leading to an 82% surge in application use.
- Managed Jio Engage product testing with a 150+ member team, ensuring timely project completion. Drove iterative improvements and elevated customer experience.

PROJECTS

Mental Health and Pervasive Technology ([Project Link](#))

Indiana University Bloomington

Sep 2022 – Dec 2022

- Applied data-driven design via user research, interviews involving 10 participants, affinity mapping, and Conducted observational sessions.
- Designer Smartwatch screen and conceptualized a robot prototype.

Jiomeet Meeting Recording ([Project Link](#))

Reliance Jio Platforms Limited

Nov 2022 – Mar 2022

- Designed a cross-platform meeting recording feature, resulting in a 40% boost in productivity and a 50% improvement in information retention.
- Spearheaded the development of over 100 screens for the revitalized JioMeet, driving increased sales and attracting 15 million new users.

User Research Project ([Project Link](#))

Reliance Jio Platforms Limited

Mar 2021 – May 2021

- Performed 12 interviews and employed affinity mapping to reveal valuable insights. Developed personas and utilized the Eisenhower matrix to prioritize issues, and Worked in cross functional teams to ensure customer satisfaction.
- Orchestrated collaborative efforts resulting in a 30% surge in user satisfaction and a 20% reduction in support inquiries.