

# Chelsa Patel

## INFORMATION

### chelsapatel.design

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## EDUCATION

### Google Professional UX design

• UX Foundations Certificate, 2024

### Conestoga College, Waterloo, Canada

• Post Graduate Certificate, Web Development, 2022-24

### • Parul University, Vadodara, India

• Bachelor of Technology, Computer Science and Engineering, 2018-22

## DESIGN SKILLS

- Figma
- Adobe XD
- User Research
- Interaction Design
- Wireframing
- Prototyping
- Information Architecture
- Usability Testing
- Responsive Design
- UX/UI design
- Accessibility
- Human-centered design

## TECHNICAL SKILLS

- HTML, CSS, Javascript
- Selenium and PyTest
- React.js, Node.js
- Project Management

## LANGUAGES

- English
- Hindi
- Gujarati

## EXPERIENCE

### Sales And Marketing Associate

Toys“R”Us | April 2023- Dec 2023

- **Converted 50+ first-time parents into loyal customers** by opening personalized registries, driving long-term engagement and repeat business for Toys“R”Us.
- Built strong customer relationships through empathetic service and tailored support, earning repeat visits and personal customer referrals.
- Participated in engaging in-store events and activities with children, creating a fun and safe environment for families.
- Completed child safety and disability inclusion training to ensure a respectful, inclusive, and secure shopping experience for all customers.

### Web Development Intern

Friendly IT Solution, India | April 2022-June 2023

- Conducted user research, built user personas, and identified key features for the site to align with user needs and expectations.
- Established typography, color themes, designed buttons, and other UI components, applying UI/UX principles to create a seamless and efficient user experience.
- Created Lo-fi and Hi-fi wireframes and conducted user feedback sessions to refine designs based on real user insights.
- Designed the front end while collaborating closely with engineers to ensure design fidelity during implementation.

## PROJECTS

### Takeibo (Saving and Budget App Design)

UX/UI Designer - Google UX Design Project | Oct 2024-Feb 2025

- Designed an end-to-end **budgeting app** focused on helping users manage shared household expenses and save for goals, using a **human-centered design** approach.
- Conducted **user research** through surveys and interviews to identify pain points in group budgeting and financial planning.
- Created user personas, user flows, wireframes, and interactive prototypes using Figma, validating design through usability testing and feedback sessions.
- Applied principles of **inclusive and accessible design**, ensuring intuitive navigation and responsive layouts across web and mobile devices.

### PetPal (Where Pets Connect)

UX/UI Designer, Front-end Developer | Sept 2023-Nov 2023

- Designed **lo-fi and hi-fi wireframes** and interactive prototypes using **Figma**, and created a cohesive visual identity using **Adobe Illustrator** and **Photoshop** for logos and vector assets.
- Conducted **user research**, mapped **user journeys**, and built the **information architecture** in **FigJam**, ensuring a user-centered design approach.
- Managed team sprints using **Trello**, gathered and implemented feedback to refine designs throughout the project lifecycle.
- Developed and launched key pages (Search & Booking) using **React** for both web and mobile platforms; design was recognized with the **“Best UI” award** by the professor.