

HIMESH PATEL

BASc, Management Engineering with Distinction
University of Waterloo – Class of 2015

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SKILL SET

- Experienced with producing responsive websites focusing on usability principles and fast performance
- Proficient at user research, needs analysis and process improvement
- Familiar with analyzing data, evaluating metrics and marketing growth tactics

Development

Javascript, HTML5, CSS3, Git, NPM, Grunt

Design & UX

Sketch, Illustrator, Invision - UX Research, Prototyping

Marketing

Google Analytics, Facebook Ad Manager, Mailchimp, Buffer

WORK EXPERIENCE

Freelance Designer

Tilted Pixel - [May 2016 – present]

- Created wireframes and high-fidelity prototypes for clients such as HauteStock, 5iResearch
- Defined the reusable asset library using sketch symbols leading to a 20% reduction in development time
- Assisted in creating style tiles and improving the layout/navigation of client websites

Business Development Lead

Acerta - Kitchener, ON [Sept 2016 – August 2017]

- Managed all marketing campaigns producing technical flyers, whitepapers and email campaigns; built a new website to showcase our work for attracting and engaging new customers;
- Established the company brand guidelines and all brand assets (icons, typography, color) to refine our image of being simple, trustworthy and accurate
- Created product wireframes for vehicle analytics dashboard; used in demonstration at CES 2017

Product/Business Lead

RentHost - Toronto, ON [July 2015 – May 2016]

- Built a student rental platform to help landlords directly advertise their properties to students and manage listings
- Formed relationships with over 100 landlords and property managers to understand specific needs, conduct usability testing and gain feedback
- Designed and implemented new landing pages for landlords and students, increasing new user sign up by 20%

Product Manager Intern

Whitehat Security - Santa Clara, CA [Sept 2014 – Dec 2014]

- Managed all aspects of the Aviator web browser product; redesigned website enhancing visual design, improved the customer support process through Salesforce and triaged product features leading to 20% growth in user base
- Evaluated and improved current business processes on the PM team through deploying Aha! (product roadmaps), defining workflow processes and coordinating meeting with key stakeholders

PROJECTS

Haute Stock

Tilted Pixel

- Created wireframes and high-fidelity prototypes to attract more customers to the stock image website
- Improved layout and navigation to allow members to view and purchase photos quicker
- Developed symbols and asset library for developers

rekindle

Hackthe6ix

- Created a photo rediscovery app that allows users to remember old photos by solving the puzzle pieces and reconnect with friends
- Used the Facebook API to resurface photos and utilize the social graph

ACTIVITIES & INTERESTS



Entrepreneurship



Ultimate



Biking



Personal Finance