

Mark Patel

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PROFESSIONAL SUMMARY

An energetic and forward-thinking professional dedicated to ongoing learning and personal growth. Thrives in teamwork-driven settings, approaching challenges with a problem-solving mindset to advance projects effectively. Committed to maintaining exceptional standards of performance and efficiency while continuously delivering value and introducing innovative improvements that support organizational success.

EDUCATION

C.K. Pithawala College of Engineering
And Technology, Surat
Gujarat Technological University, India

Expected Graduation – May, 2026
Current CGPA – 8.06/10.00

TECHNICAL SKILLS

Skills: UI Design (Figma, Canva), UI Prototyping (Figma)
Operating System: Windows, Linux Tools

PROJECTS

1) The Grand Valora (UI/UX Design – Resort Website)

The Grand Valora project focused on designing a premium and visually immersive website for a luxury resort, aimed at enhancing user engagement and simplifying the booking experience. The goal was to create a modern digital presence that reflects the elegance and exclusivity of the brand.

- Designed a high-fidelity, interactive UI prototype using Figma, ensuring a seamless and engaging user experience.
- Developed key features including room exploration, booking interface, gallery showcase, and contact/reservation system.
- Focused on strong visual hierarchy, typography, and aesthetic consistency to convey a luxury feel.
- Implemented responsive design principles to ensure smooth performance across desktop, tablet, and mobile devices.
- Followed User-Centered Design (UCD) methodology with emphasis on usability, accessibility, and intuitive navigation.

2) The Gilded Fork (UI/UX Design – Restaurant Website)

The Gilded Fork project involved designing an elegant and modern restaurant website focused on showcasing menu offerings and enhancing customer interaction. The objective was to create a visually rich yet highly functional platform to improve customer engagement and reservations.

- Created a visually appealing and interactive UI design using Figma, focusing on brand identity and user experience.
- Designed essential features such as digital menu display, table reservation system, gallery section, and contact interface.
- Ensured clear call-to-actions and smooth navigation to guide users efficiently through the website.
- Applied responsive design techniques to maintain consistency across multiple devices and screen sizes.
- Emphasized clean layouts, modern UI trends, and usability principles for an intuitive user journey.

3) RapidX – Intra-City Logistics Website

Designed and developed a professional logistics website for RapidX, an on-demand intra-city transport platform. The website provides vehicle booking, live order tracking, and service information with a clean, user-friendly UI. Focused on responsive design, intuitive navigation, and clear presentation of services like bike delivery, mini trucks, and tempo services to enhance user experience and accessibility.

4) Nike App (Redesign)

The Nike App Redesign project aimed to enhance the usability and overall user experience of the existing Nike mobile application. The goal was to create a more intuitive, engaging, and visually appealing interface for improved product discovery and shopping experience.

- Redesigned the mobile application interface using Figma, focusing on modern UI trends and improved usability.
- Improved navigation structure to simplify user flow and enhance accessibility across key features.
- Enhanced product browsing and discovery experience with better categorization and visual presentation.
- Optimized cart and checkout process to reduce friction and improve conversion rates.
- Applied User-Centered Design (UCD) principles, incorporating feedback and iterative design improvements.