Suyog Patel

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9+yrs experience in UX Design and User Research. Worked with startups from seed to scale across industries building platforms for quick commerce, beauty and fashion e-commerce, @home services, agri-tech and cleantech.

" *Design isn't just a visual craft—it's a functional bridge between user needs and business goals, turning collaboration into simplicity and simplicity into memorable, high-impact user experiences.*

Verix `Blockchain based SAAS` `Seed 10M` ⦿ Virtual

Head of Design • Apr'23- Present

- Leading a 6-member global team comprising of Product, Visual and Motion Designers, in delivering world-class interaction designs from initial concept through to shipping
- Established a scalable design system tailored for early-stage startup needs, significantly enhancing design execution speed and efficiency. (100% adoption)
- Designed an industry first system to distributed verifiable credentials that are immutable and exist on blockchain. (0 to 250k unique users within 6months)

- Capabilities built: Credential designing tool, Email campaign manager, Data dashboards, Event check-in
- Proactively working on the Verix app designs for users to share, store and verify credentials issued on Verix.
- Partnered with internal teams and external stakeholders to onboard and activate over 100 clients for seamless credential issuance
- Led the visual design team to deliver a cohesive branding strategy and executed 50+ high-impact social media and marketing campaigns

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Swiggy 🚩IPO `Quick commerce` ⦿ Hybrid

Product Design Architect (Principal) • Aug'22- Mar'23

- Led a 4 member Product design team for Swiggy Instamart responsible for:
  - User activation and first time user experience.
  - Store front design and experiment to improve and optimize repeat user experience. Impacting both repeat order rate by (10%↑) and AOV (15%↑) respectively
- Built UX for last minute gifting, ordering for others and recipe use-case for engaging users over various calendar specific occasions and weekend shopping
- Led product design projects for new category launches and improving the perception for Swiggy Instamart (e.g. Kids category, Electronics etc launches)

- Co-created product design framework for growth of existing categories
- UX for improving monthly basket or monthly order value projects for repeat and bulk buy experience
- Improving the cart experience:
  - Enabling business to improve retention by revamping coupons experience (e.g.enabling brand funded offers, category offers for growth)
  - Improving discount perception
- Led the product design team for designing Picker App for Dark Store, and continuously improving the SLA order packaging

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Nykaa E-Retail 🚩IPO `Beauty, Lifestyle and Fashion E-commerce` ⦿ Gurgaon

Principle Product Designer • Sep'19- Aug'22

- Lead team of 3 user researchers and co-created research process for executing and managing research.
- Led a team of 4 Product designers responsible for:
  - User activation and first time user experience
  - Core Product Discovery UX for Nykaa Beauty and Nykaa Fashion apps (User Management, Search, Navigation, VUI, Product Listing and Brand Stores)
- Responsible for end to end execution of mobile app navigation UX revamp for easy accessibility of information and business scalability.

- Co-created "Design Talks" (D-Talks), a weekly design jamming session for better collaboration and team engagement.
- Collaborated with developers to design micro-services that allow automated creative generation and enable visual balance for brands.
- Worked on ROI of design framework, to scale team, processes and design efficiency. (Process designs)

Sangam Ventures Startup Incubator and Accelerator

Product Design Manager • Jul'18- Aug'19

- Assisted 3 startups in Cleantech and Agritech to raise seed fund by enabling Design Thinking, Product-Market Fit, and Lean Product framework in the teams.
- Conducted 10+ product design workshops for startup founders for applying Lean-Product framework in early stage product development.
- Co-managed Lastmile Money Makeathon- India, hosted by IDEO CoLabs & Gates Foundation, AIC-Incubation program and Sangam Cleantech Accelerator startup programs.

Otipy (Frofarm Agritech) Series B Agritech

Lead Designer-Product • Jul'16- Aug'18

- Performed user research to identify needs of modern traders, and designed mobile UX for Indian modern traders, for ordering and managing FnV supply in their stores.
- Designed mobile UX for Business teams to efficiently manage orders, operations and payments. The product impacted in building trust with the traders and getting better daily insights.
- Performed observation studies, focus groups to design SOPs for goods handling and sampling, impacted in scaling the warehouses. Lead the UI/UX for complete ware house management, to efficiently manage Inventory, JIT and Logistics operations. Resulting in less than 3% overall wastage in the farm to retailer supply chain.

Taskbob Series A @HOME service

Senior UX Designer • Aug'15- Jul'16

- Designed UX for booking app @home services, for Indian metro-politan users.
- Conducted short observation and user interviews with diverse servicemen to create personalized app for efficiently managing service delivery (Repair, Electrician, Carpenter, Plumber, Maid, Beautcians etc.)

Zooty Series A Lifestyle

Junior UX Designer • Jan'15- Aug'15

- Utilising user research to create user empathy maps and mental models for Indian women mobile user behavior, and design UX for Salon & Spa booking mobile app.
- Designed scalable mobile app UX for Salon stylist to efficiently manage bookings and clients.

Education

Masters of Design (M.Des), National Institute of Design, India   2011-14 • 7.4 CGPA
Transportation and Automobile Design   ★ Ford Foundation Scholar for thesis project, for designing Compact Medical Emergency Vehicle

Bachelor's of Engg (B.E), Oriental Insitute of Sc. & Tech (R.G.P.V)   2007-11 • 74.8%
Mechanical Engineering

Interests

Trekking | Travel to Sketch, Paint and experience culture | Cook Indian cuisine on occassions | Design & Startup Meetups

Skillsets

UX Strategy | User Interviews | Card Sorting | Usability Testing | User Personas | Observation Study | Stakeholder Engagment
User Journey Maps | Story Boarding | Design System | Rapid Prototyping | Interaction Design | UI Design | Design Thinking
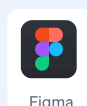UX Audit | Product Strategy | Design Talks (D-Talks) | Team Building | Design Hiring Process | Cross Team Collaboration
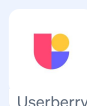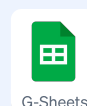
Tools expertise

Figma | Jira | Analytics | Smartlook | Userberry | ZeroHeight | G-Sheets | Miro | Lookback | Jasper AI