

Hi! I'm Nam,

I'm a former dress designer turned UX designer passionate about creating products with intention and solving problems that will positively impact people. I love combining my creative skills with the practical needs of a business to discover viable, human-centered solutions for users.

UX EXPERIENCE

UX Designer

June 2021 - PRESENT

Kaleidoscope Child Foundation, Remote

- Redesigning the website experience to better inform and engage network, build donor base, and increase donor conversions.
- Restructuring information architecture for ease of use and reduction of cognitive load.
- Updating UI, copy, and visual design to elicit stronger emotional connections from donors.

Founder & UX Designer

AUG 2020 - PRESENT

BTWN the Seams, Philadelphia, PA

- Designing a native android app and website experience to enable consumers to quickly and easily find local resources to recycle, renew, or extend the life of their clothing.
- Providing a positive educational experience surrounding sustainability in fashion.

UX Consultant, Contract

JAN 2021 - FEB 2021

Legacy Strategies, Remote

- Designed an onboarding process and portal to create a seamless relationship between the B2B/B2C creative staffing agency, their clients, and their freelance network.
- Led and conducted user research to learn user's goals, pain points, and motivations.
- Directed usability tests to validate newly proposed features based on research.

UX Design Fellow

OCT 2020 - FEB 2021

General Assembly, Remote

- Designed a personalized recommendation experience for a winery to connect existing and new customers to new wines while also leveraging in-person events.
- Executed a UI redesign for a local day spa to help reduce the cognitive load for customers.

FASHION EXPERIENCE

Associate Designer, Social Occasion

AUG 2015 - FEB 2020

G-III Apparel Group, New York, NY

- Collaborated with the head designer to design and plan 100+ trend-driven dresses for market appointments every 5-7 weeks that fit our business aesthetic and price point.
- Managed seasonal lines and coordinated with cross-functional teams to ensure product quality from conception to completion.
- Communicated with domestic and international stakeholders to oversee the development of samples, fabrics, and trims.
- Supported the growth and progress of our assistants and interns.

Assistant Designer, Social Occasion

AUG 2012 - JUL 2015

- Developed cohesive lines with the head designer by researching market trends, analyzing product selling, and fulfilling specific needs for our sales team.
- Created garment technical packs outlining dress details and handed off to our production team.

Associate Buyer, Women's Shoes/Men's Tops

APR 2010 - AUG 2012

Forman Mills, Pennsauken, NJ

- Strategized with the head buyer to select and allocate merchandise to 30+ retail locations by forecasting sales by category.

SKILLS

Human-Centered Design
User Research & Synthesis
Ideation & Sketching
Information Architecture
Wireframing & Prototyping
Usability Testing
Storytelling
Interaction Design
UI & Visual Design

TOOLS

Figma
Miro
Adobe Creative Cloud
Microsoft Office
Google Suite
Webflow
Trello
Slack

PERSONAL QUALITIES

Creative Problem Solver
Self-Motivated
Leadership Skills
Interpersonal Communication
Collaborative
Adaptable

EDUCATION

General Assembly

Remote | OCT 2020 - FEB 2021
User Experience Design Certificate

Fashion Institute of Technology

New York, NY | OCT 2016 - APR 2017
Sustainable Design Certificate

Philadelphia University

Phila, PA | AUG 2005 - MAY 2009
B.S. Fashion Design

American University of Rome

Rome, Italy | SEPT 2007 - DEC 2007
Study Abroad Program

You might be thinking...

How does designing a dress relate to designing a digital product?

Surprisingly, there are more parallels than you may think;

DISCOVERY

Identifying the objective to learn more about user needs, market trends, and stakeholder desires through various methods of research.

DEFINE

Synthesizing data and identifying insights to better understand user needs and aligning ideas to proceed in a pointed direction.

DEVELOPMENT

Designing and iterating proposed ideas or features based on insights and feedback.

DELIVERY

Refining, finalizing, and documenting vision for implementation.

Through the Lens of UX: In-House Dress Development						
<i>Illustrating the high-level process in a perfect world, with no constraints</i>						
	DISCOVERY	DEFINE	DEVELOPMENT		DELIVERY	
DRESS DEVELOPMENT PROCESS <i>*This model presents the in-house dress development process for a manufacturer.</i> <i>(In-house means to develop a style in your own studio vs. developing in an overseas factory).</i>	RESEARCH - Qualitative Research (Market and Fashion Trends, Online Customer Reviews) - Quantitative Research (Product Selling) - Competitive Analysis - Stakeholder Requests	SYNTHESIZE - Mood boards, Fabric Boards, Color Palettes - Target Market - Pulling Inspiration - Identify Trend and Color Direction - Sourcing Fabrics and Trims	DESIGN - Ideating and Sketching - Fabricating Sketches - Detailed Sketches for Patternmakers - Creating 1st Drape (Sample) - Iterating (Making 2nd or 3rd Drape if Needed) - Initiating T/pack (Garment Blueprint) for Documentation	PROTOTYPE - Developing Showroom Sample - Presenting to Stakeholders - Iterating (Based on Stakeholder Comments)	BUILD - Hand-off to Dev Team - Building out Prototype (Fittings, Fabric Testing, Bulk Approvals, Grading Patterns) - T.O.P. Sample (Final Sample Before Shipment)	DELIVER - Bring to Market - Scale, Growth (Re-orders) - Track Selling - Iterate Based on Findings
UX DESIGN PROCESS <i>*This model presents the development process for a digital product.</i>	RESEARCH - Qualitative Research (User Interviews, Contextual Inquiries) - Quantitative Research (Surveys, Product/Website Metrics) - Competitive Analysis - Stakeholder Requests	SYNTHESIZE - Affinity Mapping - Personas - Journey Maps - Ideation - Problem Statements - Feature Prioritization	DESIGN - Design Studios - Sketching - Information Architecture - Site Map - Task Flows, User Flows, and Wire Flows - Wireframing - Mood boards	PROTOTYPE - Prototyping (lo-fi to hi-fi) - Usability Testing - A/B Testing - Iterating - Style Guide - Design System - Presenting to Stakeholders	BUILD - Hand-off to Dev Team - Building out Prototype - MVP	DELIVER - Bring to Market - Scale, Growth - Track Metrics - Iterate Based on Findings

Designed by Nam Patel