

RUTUJA PATIL

M 510/358-5466

E rutuja.patil@gmail.com

P www.rutujapatil.com

SUMMARY

With the philosophy of disruption, I use a system and service-led approach to help companies uncover potential, design for complexities of human experiences & build pathways to inclusive and sustainable futures. Delivering crystal clear, contextual, and energetic experiences at the speed of business and meeting user needs with self-service experiences for even the most technically challenging work.

EDUCATION

Savannah College of Art and Design
Master of Graphic and Visual Experience & Interaction Design

Srishti School of Art, Design, and Technology
Bachelor of Visual Communication

University of Michigan
Exchange Studies

EXPERIENCE

UX/UI Designer II — Amazon, Alexa Devices, Connections Experience

Oct 2021–present, San Francisco

Strategy, end to end experience for Special Occasions

- Single-handedly designed multiple touch points to collect birthday data from Alexa users and contacts for the first time at Amazon, addressing customer trust and privacy concerns
- Built a feature integration framework that drove product road-map to leverage Alexa's capabilities strategically in various stages of customer journey to celebrate relevant special occasions in a delightful way while balancing engineering resources and collaborating across multiple domains
- In 2023, Birthdays project is launched (the first of a broader special occasion program) to source contact birthdays and notify customers to celebrate leading to a 10% increase in Alexa Communication engagement events
- Throughout this project, I crafted delightful experiences that harnessed Alexa's capabilities, incorporating motion design, sound, and touch across diverse platforms (App, Screen, non-screen/voice-only devices). The goal was to maintain consistency while infusing each product with a unique touch, ensuring customers enjoyed unforgettable experiences
- Improved existing design patterns to collect data such as birthdays, anniversary for a faster and efficient experience.

Visual Design patterns for Top Connections widget on Alexa devices

- Extensively crafted a visual design widget pattern to address user's need to quickly initiate communication with a single tap while letting the user customize the experience to their needs.
- Top Connections was launched in November 2023 and for the next two months 59.8K customers installed the widget in 72.2K devices, with 8% of the widget customers as net new, and with 5% incremental actions/MAA for the widget customer cohort across Comms products and Alexa surfaces.

Design and Testing for Recently Active Feature

- Delivered a visual pattern to accurately indicate people near device feature with feature education impacting effective connectivity. Advocated for this pattern to be prioritized after intensive design exploration and testing.

Information Architecture for Contact Management

- Re-framed the contact management settings for better discoverability, understandability, and usability for customers while advocating for customer trust, privacy and feature positioning

First Time User Experience

- Improved Connections Setup which helps customers specify their digital representation to others and Alexa, define their relationships to others, and establish themselves on the Alexa network.

Product Designer — Hearsay Systems

July 2020-May 2021, San Francisco

Extended + Unified Contacts Experienc

- Shipped 20+ Fin Tech web solutions such as multiple phone numbers, contact type, last interaction, bulk actions and investigated into duplicate phone numbers encom passing end-to-end designs, user testing, demonstrating flows & scalability used by more than 1,70,000 financial advisors & insurance agents

Compliance & Supervision

- Shipped solutions involving the growth of assessment of lexicons, analyzing flagged content and purging personal identification numbers impacting the productive rate.

EXPERIENCE

cont.

Unified Customer Experience

- Designed, moderated & analyzed Design Thinking workshops to deliver Agent & Advisors Journey Maps

Onboarding Experience

- Led cross-functional collaboration to conduct interviews and delivered high-level insights.

UI Designer — Territory Studio Contract, May-June 2020, San Francisco

Illustrating Big Data value for Service Now

- Desktop App that creates compelling visual experience for a big data company to communicate the value of their services to customers and allows Service Now to stand out from its competitors.

Future of WIDAR technology for Hypergiant

- Designed and created UI and UX to show how WIDAR technology can be used in disaster recovery, shipping and transport, as well as military applications monitoring hostile activity.

Product Design Intern — Volvo Cars

June 2019 - July 2019, San Francisco

Future of Mobility and Transaction

- Envisioned the future of Mobility and Transaction experiences for web/mobile/-self-driving truck applications by building a holistic UX communication language.

OTHER

UX/UI, Interaction Design, Service Design, Generative Research, Visual Communication, Information Architecture, Accessibility Design, Design Sprints, User Testing

Skills

Figma, Sketch, InVision, Adobe suits, Enjoy HQ, Heap, Looker, HTML, CSS, JavaScript, J query

Tools

Received fellowship from the CGIAR Research Program Forests, Trees and Agroforestry Integrating Gender of CIAT, Colombia to participate in a Research Cycle workshop in Nairobi, November 2014.

Fellowship In Nairobi

Certification from Indian Institute of Technology
Service and System Design

News & Media

Editorial artist for National Geographic, Time Out magazine, and more

Visual Designer—Design Stack

Jan 2018 - Nov 2018, Mumbai

Strategy for India's largest government bank – State Bank of India

- Collaborated with partners & stakeholders to design & deliver UI, visual assets for 6 languages for India's largest bank. The system is used by more than 200 agencies across India

Branding India's first and oldest - The Yoga Institute

- Strategized and led the creative process for India's oldest and largest yoga center, inaugurated by the President of India, opening up to a young consumer market. Increased social media engagement from 15% to 66%

Asia's largest supplier for home good - Asian Paints

- Designed stencils, wallpaper rollers, brushes and tools to add a new market line of consumer products

Art Director—Bombay Design House

Feb 2015 - Aug 2017, Mumbai

Storyboarding, Visualization for motion, Set Design and Storytelling

- Designed over 15 scripts, storyboards sequences, and crafted unique visual languages for motion videos in varied sectors such as education, banking, food, entertainment, etc. Directed and launched brand films and explanatory videos leading a team of production designers and animators.