

Ketan Patel

Al-Driven, UX Design Leader

◆ Global Director of UX PENS.COM | 12/2023 - 5/2025

Piloted AI for tagging, recommendations, and asset automation Ran Al-readiness workshops across three global regional teams A/B tested direct mail order flow; drove \$10M revenue lift in 30 days Boosted mobile CVR by 18% with simplified journey and UX flows Reduced design debt 40% by standardizing patterns and usage Led global UX team across North America and European markets Championed mobile-first, research-led, user-centered design culture Collaborated on roadmap strategy with product and brand leadership Scaled and maintained design system to improve consistency

◆ Director of UX CUSTOM INK | 12/2021 - 12/2023

Formed Al Tiger Team to drive exploration of generative tooling Led Al sprint; gave 135M Canva users access to Custom Ink products Boosted conversion rate 12% via redesign of product detail and add-to-cart Drove \$10M growth by launching personas and redesigning UX flows Raised team satisfaction by 16% after 2-day team transformation Cut bounce rates 27% after refining homepage and entry-point flows Reduced rework and rollbacks by 7% using outcome-based roadmaps Created research ops hub to drive personalization and testing

Director of UX CPAP.COM | 8/2019 - 12/2021

Launched at-home sleep test; projected \$7.5M in new annual revenue Drove 22% more funnel completions with mobile-optimized onboarding Increased new customer sales 15% within first 4 months of launch Led UX strategy for \$100M e-commerce leader in sleep health Designed HIPAA-compliant multi-vendor journey for Sleep Again Built mobile-first design system adopted across key platforms Created scalable design system; accelerated feature rollout by 40% Developed cross-functional research process and personas

◆ Lead Product Designer AT&T | 5/2015-7/2019

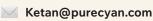
Increased McDonald's WiFi sign-ups 35% post-platform redesign Cut order errors 90% with better UX copy and form logic updates Launched mobile-first design system across B2B ordering tools Delivered dashboards, flows, and microsites with strict governance Maintained enterprise UX standards for McDonald's, Walmart, Hilton, Disney, The Home Depot, Starbucks, Best Buy, and AT&T portals Launched internal streaming platform; drove \$50M+ in annual revenue

◆ Digital Art Director CHRONICLE OF THE HORSE | 3/2012 - 4/2015

Increased site traffic by 28% with full UX/UI and content overhaul Boosted digital ad sales 15% through improved visual hierarchy and layout Reduced page load time by 45%, improving reader retention and SEO rankings Managed cross-functional teams spanning editorial, design, and dev

◆ Creative Director AUSTIN WOMAN MAGAZINE | 7/2008 – 3/2012

Launched native mobile app; hit 100k+ downloads in first year Increased content engagement by 40% with site and brand refresh Improved average session length by 25% through UX improvements Managed teams across design, editorial, and content strategy



KetansPortfolio.com



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Austin, TX



Al-forward UX and design leader with 18+ years of experience shaping digital products, brands, and systems

Deep expertise in e-commerce, experimentation, research, and scalable design systems—paired with a strategic approach to Al integration

Foundation in psychology and brand strategy, crafting experiences that are intuitive, effective, and behaviorally informed.

Software

Design, Research + Planning

Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, Miro, Mural, InVision, Maze, Optimal Workshop, Lookback, UserTesting, Canva, Notion, Jira, Confluence

AI + Emerging Tools

ChatGPT, Claude, Magician for Figma, Diagram, Figr, FigJam AI, UX Pilot, Lovable, Motiff, Napkin, Bolt, Uizard, Galileo Al, Midjourney, DALL·E, Runway, Cursor, Adobe Firefly, Media.io



User Experience

Human-centered design, UX research, usability testing, prototyping, workshops, mobile-first design, persona development

Creative Direction

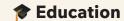
Brand discovery, naming, logo design, content strategy, photoshoot direction, advertising design, editorial systems

Processes + Methods

Design thinking, outcome-based roadmapping, agile and scrum methodologies, experimentation, design sprints, stakeholder facilitation

Leadership

Team mentoring, cross-functional collaboration, executive alignment, hiring and org design, leading creative and product design teams



University of Texas at Austin

B.A. Psychology

Focus in perception, visual stimulation + consumer behavior

Minors | Advertising + German