



Ketan Patel

AI-Driven, UX Design Leader

✉ Ketan@purecyan.com

💻 KetansPortfolio.com

👍 512.228.4949

🏠 Austin, TX

👤 Profile

AI-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 AI 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 AI, Midjourney, DALL-E, Runway, Cursor, Adobe Firefly, Media.io

👍 Skills

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

🎓 Education

University of Texas at Austin

B.A. Psychology

Focus in perception, visual stimulation + consumer behavior

Minors | Advertising + German

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

Piloted AI for tagging, recommendations, and asset automation
Ran AI-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 AI Tiger Team to drive exploration of generative tooling
Led AI 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