

# rahul patle

## sr user experience designer

As a Senior UX Designer with over 9 years of experience, I've crafted impactful experiences for tech giants like PayPal and Equinix, as well as startups, impacting millions of users in cloud, fintech, and recruiting. Holding a Master's in Software-Driven Systems Design and with a background as a teaching assistant, I blend technical expertise with design vision. I'm seeking opportunities to lead UX projects in innovative spaces, aiming to drive user-centered design and make a meaningful impact.

### experience

#### PayPal – Sr User Experience Designer bengaluru, aug22 - present

I led the complete redesign of the Bill Pay Product, introducing features like biller discovery, autopay, and eBill management resulting in a remarkable 40% growth in active users within eight months. I also developed and launched an innovative QR Code bill payment feature for 4 million active PayPal users in the Italian market, in collaboration with PagoPa gov payments interface. I successfully designed and launched a 'No fee on debit card payment' experience, resulting in a 4% increase in user engagement and retention. Moreover, I partnered with the design ops team to produce and provide five Miro templates, improving the utility of the PayPal design method sprint toolkit.

#### Equinix – Sr User Experience Designer sunnyvale, aug17 - aug22

My team and I won the 'Cloud On Ramp' Hackathon competition against 50 teams, showcasing our strong collaboration and strategic design leadership. I conceptualized and delivered the 'Quick Connect' user flow, which significantly enhanced user engagement and streamlined virtual connections creation process. Furthermore, I individually contributed to over 20 features for the interconnections Fabric product, designing scalable experiences such as Bulk Virtual Connection Migration for Admin Portals and Equinix Precision Time service, all within agile frameworks.

#### Riviera Partners – UX Designer san francisco, jul16 - aug17

In my role, I crafted prototypes, wireframes, and user flows for intricate systems such as the Company Dashboard and Employee Scoring, leading to a 30% boost in user task completion efficiency. I expedited the iteration process for Rivi Apps Snap UI, reducing design approval time by 25% by engaging stakeholders effectively. Furthermore, I advocated for cross-browser and multi-device responsive design, enhancing user satisfaction ratings by 15%.

#### Wharton School of Business – UI Designer las vegas, aug15 - jul16

I analyzed the market for business journal apps and developed 40+ interactive screens for an iOS app, showcasing them to stakeholders and engineers via InVision. The app led to a 50% increase in content consumption among users, with alumni accessing articles, videos, and podcasts related to business education and industry trends. I finalized the project by delivering high-fidelity mockups and visuals for iTunes, using Illustrator to generate app assets, all within a tight deadline.

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### education

#### Luther College, IA

Bachelor of Liberal Arts,  
Computer Science

aug10 - may14

#### New Mexico Highlands University, NM

Master of Software-Driven  
Systems Design

Teaching Assistant - Bachelor  
of Design Dept

aug14 - may16

### skills

#### design

adobe cc  
accessibility  
design systems  
design thinking  
figma  
heuristic evaluation  
information architecture  
interaction design  
prototyping  
usability testing  
user research  
wireframing

#### programming

CSS & HTML  
JavaScript  
PHP  
MySQL  
Swift