

Esha Patel

Melbourne, VIC, Australia | UX Design Lead | Product Design Leader | Portfolio: esha.figma.site

PROFESSIONAL SUMMARY

Senior UX and Product Design Leader with 10+ years of experience designing and improving digital products across banking, telecommunications, healthcare, enterprise software, ecommerce, and animation. Combines strategic thinking with hands-on craft across UX strategy, customer journey design, information architecture, CRO, accessibility, prototyping, UI design, and stakeholder leadership. Experienced in regulated and complex environments, translating business, legal, compliance, technical, and customer needs into simple, scalable digital experiences.

CORE SKILLS

UX Strategy | Product Design | UI Design | Customer Journey Mapping | Information Architecture | Wireframing | Prototyping | Interaction Design | Conversion Rate Optimisation (CRO) | Accessibility (WCAG) | SEO | Experimentation | Design Systems | Stakeholder Management | Workshop Facilitation | Analytics-led Design | Agile Delivery | Figma | Sketch | InVision | Axure RP | Mural | Omnigraffle | SiteImprove | Episerver | HTML | CSS | Tailwind CSS | Jira | Adobe Photoshop | Adobe Illustrator | Figma Make | Claude Design | Claude Code

PROFESSIONAL EXPERIENCE

Bendigo and Adelaide Bank - UX Design Lead (Digital Marketing)

Melbourne, VIC | Feb 2022 - Present | Tools: Figma, InVision, SiteImprove, Mural, Episerver

- Lead UX strategy and hands-on design for digital acquisition journeys, category pages, product pages, and conversion-focused customer experiences across banking products.
- Redesigned inconsistent category, sub-category, and product page experiences into clearer, more scalable journeys with stronger information hierarchy and product storytelling.
- Use behavioural analytics, heatmaps, bounce-rate analysis, competitor research, and internal data to identify customer friction and prioritise CRO opportunities.
- Create low-fidelity wireframes, high-fidelity prototypes, and reusable design patterns in Figma to support experimentation, stakeholder alignment, and delivery.
- Partner with Product, Legal, Compliance, Business, SEO, Marketing, Web, and Engineering stakeholders to move work through approval in a regulated banking environment.
- Balance customer needs, accessibility, SEO, commercial goals, technical feasibility, and compliance requirements when shaping digital experiences.

Verizon Wireless - Senior UI/UX Designer

Irving, TX | Dec 2018 - Jun 2019 | Tools: Adobe Photoshop, Adobe Illustrator, Sketch, InVision

- Designed enterprise-scale internal applications and dashboards used by Verizon intranet users across HR, real estate, and supply chain functions.
- Partnered with product managers, business teams, and development teams to research inbound requests and translate them into clear UX and UI solutions.
- Produced mockups, wireframes, storyboards, high-fidelity prototypes, and interaction design concepts for traditional enterprise applications.
- Defined user models, workflows, and interface patterns for new and existing product features.
- Evaluated usability of new and existing products and made constructive recommendations for improvement through sprint cycles.

Mumms Software - UI/UX Designer

New Orleans, LA | Oct 2015 - Nov 2017 | Tools: Adobe Photoshop, Adobe Illustrator, Axure RP, InVision, HTML, CSS

- Led UX design for healthcare software products from conceptualisation through release, including information architecture, low-to-high fidelity wireframes, prototypes, and client demos.
- Worked closely with Product Owners, Trainers, Customers, Support Managers, and development teams to address customer problems, product wish lists, and usability issues.
- Advocated for UX best practices with internal teams, stakeholders, clients, and executives.
- Modernised legacy software through cleaner UI and UX improvements, including pure CSS changes that improved usability and visual consistency.
- Acted as a UX quality gate in scrum reviews to ensure implemented features matched design intent and improved delivery quality.

Freelance - UI/UX Designer

Mumbai, India | 2013 – 2015 | Tools: Adobe Photoshop, Adobe Illustrator, HTML, CSS, InVision, Omnigraffle

- Managed client relationships, project delivery, contracts, proposals, RFP responses, and product ownership responsibilities across independent projects.

- Collaborated with design agencies, independent designers, and developers to deliver responsive web applications for mobile, tablet, and desktop.
- Designed wireframes, prototypes, and final interfaces for government, non-profit, startup, and business clients.

Crest Animation - 3D Lighting Artist

Mumbai, India | 2012 – 2013 | Tools: Adobe Photoshop, Adobe After Effects, 3DS Max, Maya

- Lit, rendered, and composited character and environment shots into final production frames.
- Presented shots in dailies, communicated production issues clearly, and resolved lighting and rendering problems under deadline pressure.
- Built a strong foundation in visual storytelling, polish, detail, and production-quality craft.

Govindji's LLC - Graphic / Web Designer

Richardson, TX | 2009 – 2011 | Tools: Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver

- Designed and developed web pages, interactive marketing materials, and product brochure layouts for national publication.
- Collected sales and online sales data to support business reporting, marketing optimisation, and product promotion decisions.

EDUCATION

Master in Arts - University of Texas at Dallas (UTD), Texas, USA | May 2009

Bachelor in Information Technology - Queensland University of Technology (QUT), Brisbane, Australia | Jun 2006