

# Mitesh Patel

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## PROFILE

A UX design lead with a strong customer focus, specialising in service design, inclusive design and accessibility and product design. I have more than 20 years of experience in design thinking with clients in banking, retail, tech and software. As an innovative thinker, striving to produce deliverables of the highest standard, I possess the aptitude to solve design problems with a holistic mindset. As an inclusive customer champion, I deliver user research, testing and customer journey maps with human diversity in mind.

## EDUCATION

Portsmouth University  
BA (Hons), Media & Design Postgraduate Diploma,  
Interaction Design

## SKILLS

- Sketch
- Figma
- Adobe Creative Suite
- Invision
- Agile framework
- Miro

## AWARDS

Algomi 'Most Innovative Trading Product' by the Financial News, for Honeycomb

Microsoft 'Ship It' Award, for the contribution of 450m unique users per month in 43 markets globally.

Barclays Best Mortgage Lender 2016, for First Time Buyers

Kinetic HSBC Webby Awards - Best User Experience 2021

## VOLUNTEER WORK

### Security First

Creative consultancy for Umbrella, an app keeping human rights defenders and journalists safe in high risk areas.

Youth Design Club at Kingston University Mentoring students aged 9-14 to create and build their own apps for a social impact of their choice.

## EXPERIENCE

**bp Inclusive Design Lead Contract** 08/2023 – Present

- Crafted and launched a comprehensive four-module foundational course in Inclusive Design, integrating principles of sustainability, accessibility, and ethics.

**PTC Senior Product Designer FTE** 05/2022 – 08/2023

- Working alongside the Vietnamese team to create a SaaS mobile app used for house appraisers in the US.
- Receiving ongoing feedback from valuers out in the field on patterns and behaviors whilst on-site collecting data.

**Tesco UX Lead Contract** 09/2021 – 05/2022

- Led a transformation of customer payment journeys on the app and desktop, for Tesco Grocery.
- Worked with Insights teams to more effectively utilise Clubcard data to improve customer experience in-store.
- **Grocer of the Year 2022 Winner**

**Kinetic HSBC UX Lead FTE** 09/2019 – 09/2021

- Managed user testing and research amongst small business owners, which was used to make relevant changes and add useful features to the app, leading to increased uptake amongst this group.
- **Webby Awards - Best User Experience 2021**

**HSBC UX Lead Contract** 11/2016 – 10/2019

- Coordinated global teams, including Canada, India, and the U.K. ensuring the product offering abided by legal specifications in each region.
- Worked closely with payment partners, such as Interac e-Transfer - Canada, to improve the safety and security of transactions.

**Barclays Senior UX Designer Contract** 05/2016 – 11/2016

- Created a transparent and streamlined customer mortgage experience, by improving the application process, opening lines of communication with the bank, and allowing customers to track their mortgage progress.
- **Best Mortgage Lender 2016, for First Time Buyers**

**Lloyds Bank UX Architect Contract** 05/2015 – 05/2016

- Overhauling the structure of the app to give users better visibility around inflows and outflows, for example by segmenting transactions by month and enabling users to question suspicious activity.

**Algomi, UX Design Lead Permanent** 12/2013 – 05/2015

- Devised financial software in Algomi's start-up stages to promote bond sales and conversations among traders.

**Microsoft Senior UX Designer FTE** 05/2006 – 15/2015

- Collaborated with global teams on visual and interaction guides for the new MSN/ Windows v.8.1.
- Created mobile responsive solutions for the new MSN Bing
- Managed designers in Shanghai and Budapest to deliver advertising solutions on msn.com.