

Tanvi Patil

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Product Designer

Empathy-driven Product Designer with experience leading UX strategy across startups, nonprofits, and consulting teams. Skilled in user research, interaction design, systems thinking, and high-fidelity prototyping. Passionate about building accessible, story-driven digital experiences that balance user needs with business goals.

Experience

UX Designer (Freelance)

Dec 2024 – Present

LiveWine (Remote)

- Designed end-to-end UX flows and high-fidelity interfaces for a wine discovery and education platform, collaborating directly with founders and developers from concept to implementation.
- Created wireframes, prototypes, and responsive UI systems to improve navigation and user engagement across mobile and web.
- Delivered investor-pitch-ready prototypes used in active fundraising conversations with stakeholders.

Product Designer (Consultant)

Sep 2024 – Jan 2025

HappyCow (Hybrid)

- Led UX/UI design for HappyCow's mobile platform, focusing on discoverability and community engagement for 20+ million users.
- Designed and launched the "Weekly Menu Highlight" feature based on insights from 20+ user interviews and 50+ survey responses.
- Conducted competitive analysis and user research to inform feature prioritization across a 4-month sprint.

Project Co-Lead & Design Lead

Jan 2025 – Jun 2025

The Women's Building, San Francisco (Hybrid)

- Co-led a 9-person cross-functional team to design and deliver a bilingual (English/Spanish) self-guided digital tour for a historic nonprofit serving 25,000+ annual visitors.
- Managed project scope, sprint timelines, and design milestones across 10 weeks; ran weekly workshops teaching Figma and Framer to 7 designers.
- Translated user research, on-site stakeholder interviews, and accessibility constraints into a publicly launched product — now in active use at The Women's Building.
- Received client testimonial: "*Her natural ability to incorporate every nuance of our organization into the project was incredible.*"

User Experience Designer (Intern)

Jun 2024 – Aug 2024

Nations Info Corp (On-site)

- Redesigned user experience for a rent-to-own real estate platform, delivering 3 design iterations and a scalable Figma component library with variants and auto-layout.

- Developed responsive UI systems across web and mobile and presented final design system to Product and Engineering stakeholders.
- Operated within a Jira + Scrum environment, contributing to a live client project with real deployment requirements.

Leadership

Director of Marketing

Jun 2024 – Jan 2026

Invention Corps, Berkeley

- Led marketing strategy, visual identity, and brand direction for a student-led design consulting organization.
- Produced social content, event graphics, and campaign materials; managed cross-functional team execution across 7 design projects.

Course Instructor — Playing by Ear (MUSIC 198)

Spring 2023 – Present

UC Berkeley

- Designed and delivered curriculum for an ear training and music theory DeCal, teaching 20–25 students per semester across 7 consecutive semesters.
- Developed lesson plans, assignments, and grading rubrics; conducted weekly office hours and provided individualized written feedback.
- Planned and produced the end-of-semester student recital each term, including venue booking and event logistics.

Education

University of California, Berkeley

Expected Aug 2026

B.A. Cognitive Science

Skills

Design: UX Research, Interaction Design, User Flows, Wireframing, Prototyping, Design Systems, Accessibility, Systems Thinking, Information Architecture, Visual Design

Tools: Figma (components, variants, auto-layout), After Effects, Framer, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Animate), Procreate, Canva, Python, HTML, CSS, React

AI & Emerging: Agentic AI Workflows (Kiro, Claude), AI-Assisted Design, Prompt Engineering

Leadership: Project Management, Cross-Functional Collaboration, Stakeholder Communication, Curriculum Design, Team Facilitation