Komal Patel

Product Design Lead | eCommerce, Personalization & Product Customization UX

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19+ years across web, UI/UX and design leadership, including 9+ years in personalized eCommerce. I design to make complex, multi-step choices easier to understand and complete - translating ambiguity into clear, accessible and buildable customer journeys.

Experience

Design For Change | Learning Community - Live Hackathon

SakshamPath

• Converted research across **2 field organizations** into **3 core workflows** for visually impaired children aged 6-14 - progress tracking, skill-gap identification and next-step guidance - supported by personas, journeys, IA and teacher/student flows; prototype validation is in progress.

UI/UX Technical Leader @Commerce Pundit Technologies

Feb 2017 – Present

• Led UX evolution for CanvasChamp / Neonchamp / Stickerschamp and related personalized-product commerce across 7 journey stages - discovery, upload, configuration, preview, pricing, cart and purchase - across desktop and mobile.
• Directed UX audits, IA, user flows, wireframes, responsive UI, design reviews, developer handoff and implementation QA; established reusable patterns to reduce experience fragmentation across complex customization journeys.
• Mentored designers from fresher to senior levels and aligned product, engineering, QA and business stakeholders around implementation-ready design decisions.
• Partnered closely with developers and QA through handoff and implementation review, preserving responsive behavior and design intent through production.
• Extended eCommerce design beyond the core site through CanvasChamp Amazon brand-store and product-listing experiences.

• **CanvasChamp -**Led **9+ years** of UX evolution across **7 commerce stages** on desktop and mobile, plus Amazon brand-store/listing experiences; a normalized 100K-session CRO model projected **+6pp upload, +4pp customization and +3pp checkout completion** with mobile conversion **2.4% to 2.8%** (~14% modeled purchase-volume lift).
• **NeonChamp -**Audited a legacy customizer and redesigned IA, configuration, artwork-upload, quote and purchase flows across desktop and mobile; the modeled 100K-session framework targeted **+7pp artwork upload, +4pp customization, +7pp quote and +2pp checkout completion** (~15.5% modeled purchase-volume lift), supporting the black-theme launch.

Senior Web Designer @MetaTagg Solutions

Jun 2013 - Mar 2016

• Translated business requirements into responsive websites, digital interfaces and implementation ready visual systems, balancing usability, brand requirements and implementation constraints with **delivered 15+ client website**.
• Worked from business brief through visual design and development coordination to support responsive, production-ready delivery.

Senior Web Designer @Communication Crafts

Jun 2010 - Jun 2013

• Delivered website and interface design across client projects from concept through production launch, collaborating with development teams on implementation.
• Created clear visual hierarchies and responsive interface patterns across clientfacing web experiences.

Earlier Design Experience @Senior, Freelance, Web Design & Yahoo Store Roles

May 2006 - Jul 2010 | Includes freelance work

• Built a **4+ year** foundation across web design, visual design, HTML/CSS, Yahoo Store eCommerce implementation and freelance client delivery.

Skills

Product & UX
Product strategy, UX strategy, UX audits, research, information architecture, user flows, wireframes, prototyping, usability testing, interaction design

eCommerce & Growth
Product discovery, personalization, customization UX, uploads & previews, pricing, cart & checkout, funnel analysis, CRO measurement, responsive UX

Leadership
Design direction, mentoring, stakeholder alignment, cross-functional delivery, developer handoff, implementation QA, reusable patterns, accessibility awareness

Tools
Figma, FigJam, Adobe Creative Suite, Lovable, HTML/CSS, ChatGPT, Gemini, Claude

Recognition

Design For Change
Lifetime Gold Member

Education

Bachelor of Computer Applications
Bundelkhand University, Jhansi | 2007

Development

Be10x
AI Tools & Productivity | In Progress