

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. [Explore selected case studies at komal-patel.design.](#)

Experience

Design For Change | Learning Community - Live Hackathon

EduSight | Sep 2026 - Present | [Live Product](#)

- In a live DFC Hackathon, synthesized 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; **launched EduSight as a live web MVP.**

UI/UX Technical Leader @Commerce Pundit Technologies

Feb 2017 – Present

- Standardized reusable UX patterns, handoff and implementation QA across **4 cross-functional groups** and **2 responsive contexts**, creating a shared delivery approach across design/product, engineering, QA and business while mentoring designers from fresher to senior levels.
- 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, including 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

- Across nearly **3 years**, translated business requirements into responsive websites and implementation-ready visual systems, supporting delivery from business brief through visual design and development coordination.

Senior Web Designer @Communication Crafts

Jun 2010 - Jun 2013

- Across **3 years**, delivered client website and interface design from concept through production, aligning visual hierarchy and responsive patterns with development constraints.

Earlier Design Experience

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

Additional

Design For Change - Lifetime Gold Member

Be10x - AI Tools & Productivity | In Progress

Education

Bachelor of Computer Applications

Bundelkhand University, Jhansi | 2007