

Swaraj Yatish Patil

Product Designer

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Work Experience

Caura - Product Designer

London, UK • Oct 2024 - present

- Sole Product Designer responsible for **product strategy, UX and UI across Caura's consumer app and B2B white-label products**, working closely with engineering and stakeholders while also taking on product management responsibilities.
- Grew the platform from a single consumer app to 5 products, leading the design of the Caura app, the [esure app](#) (297,000+ users, ~65% active users), [Sheilas' Wheels app](#) and the [Lex Autolease app](#) (Lloyds) from discovery through to launch.
- Built **Caura's multi-branded design system** from the ground up, creating a scalable foundation that supports multiple brands (5 themes), speeds up development, and ensures consistency across all products.
- Led the design and launch of [UK nationwide Parking](#) through the National Parking Platform (NPP), expanding Caura's mobility offering across the UK.
- Designed the [RetailLink booking journey](#) with Epyx, integrating vehicle servicing with Google's Book Now feature. The experience now facilitates over 400 bookings per week, growing 40% MoM.
- Leading the end-to-end designs of our **Fleet operating system 'DriveOS'**, a product for managing fleet operations. We launched the product at the Fleet & Mobility live conference, Europe's largest fleet event in front of 2,000+ attendees.

Ticketmaster - Product Design Associate (Marketplace)

London, UK • July 2023 - July 2024

- **Led end-to-end UX strategy and design for major features (Event Detail Pages, Checkout, Payments)**, optimizing user experiences for desktop and mobile web platforms across EMEA and North America.
- **Improved reporting efficiency and delivered insights to 35+ senior leaders and clients** by launching an internal data analytics tool MVP.
- **Conducted user testing, workshops, and UX research to inform design decisions**, resulting in a 7.2% increase in conversion rates and a 9% reduction in collision rates for the redesigned Event Detail Page.
- **Built and maintained a component library system** to improve design consistency and efficiency across Checkout Pages in 30+ markets.

The Community Brain - UX Research & Design Intern

London, UK • July 2022 - October 2022

- **Conducted 10+ guerrilla interviews and synthesized user insights into actionable design stories**, focusing on enhancing the user experience for a community AR app.
- **Delivered 30+ high-fidelity prototypes** aligned with stakeholder expectations, maintaining design consistency throughout.
- **Improved app navigation efficiency by 20%** through usability testing and iterating into effective information architecture (IA), directly contributing to higher user satisfaction.

Education

Kingston University London

M.Sc. in User Experience Design, March 2023.

Research Topic : Immersive Story-Living Experience using AR/VR.

University of Mumbai

Bachelor of Architecture, April 2019.

Achievement : Received the All-India Council of Architecture Awards for Excellence in Thesis, NIASA, 2019.

Leadership : Sports Secretary of the University, 2016.

Design Lead for College Magazine, Vivantarit.

Skills

Research and Testing

Formative & Evaluative Research, Usability Testing, Heuristic Evaluation, User Interviews, Data Analysis.

Design and UX

Information Architecture, Journey Mapping, User Flows, Wireframes, Rapid Prototyping using AI, Accessibility Evaluation (WCAG AA/AAA), Design Systems.

Tools

Figma, Miro, Adobe Suite, Jira/YouTrack, Confluence, Contentsquare/Mixpanel (Analytics), UserTesting.

Certifications

GenAI for UX Designers

Coursera, August 2024

Scabal - Product Designer (Retail Marketplace)

London, UK • Jan 2022 - April 2022

- **Led the UX/UI redesign of Scabal's eCommerce platform across 5+ countries, driving a 40% improvement** in user satisfaction and engagement through research-driven design iterations.
- **Developed a scalable design system with 20+ components**, ensuring consistent branding across all digital touchpoints and user interfaces.

Freelance - Product Design Consultant (D2C eCommerce)

Mumbai, India • September 2021 - December 2021

- **Led the end-to-end design of an MVP mobile app** for a pre-seed FarmTech startup, reducing the project timeline by 15% and improving design efficiency by 20%.
- **Created a 6-month product roadmap** in collaboration with founders and engineers, focusing on user-centered design and product scalability.

Studio Hinge - Design Strategist

Mumbai, India • February 2021 – September 2021

- **Achieved 100% client satisfaction** by spearheading the design and development of 4+ residential architectural projects, branding, and furniture designs.