

Drasti Patel

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WORK EXPERIENCE

Arctic Wolf

Waterloo, ON

UX Designer, Incident Response (IR) UX Service Owner

Jan 2024 - May 2026

- Owned **end-to-end design** of the IR Dashboard and IR Planner as **IR UX Service Owner**, supporting the Incident360 Retainer product line that grew to **\$9M ARR in 12 months** (0→\$9M, **201% YoY growth, +13% margin improvement**).
- Led redesign of a legacy IR Planner by mapping workflows and rebuilding the UI pattern with the Fenrir design system, validated with **15 user interviews and usability tests**, increasing **task success rate by 22% post-launch**.
- Used **Claude Code** to turn early concepts into **interactive prototypes**, replacing static mockups and helping stakeholders make faster, clearer decisions.
- Shaped early **roadmap direction** for a **company-wide case management initiative** by leading **UX workshops** to synthesize customer and stakeholder input and guide product, engineering, and architecture trade-offs
- Built reusable design patterns within the **Fenrir design system** informed by incident response workflows, reducing UI inconsistencies in QA audits and increasing **design system reuse and design-to-delivery speed** across teams

Siteability

Waterloo, ON

Product Designer (Part-Time)

Nov 2023 - Apr 2025

- Defined and designed a **site analysis product** for city planners and real estate developers, creating the core UX and interface that enabled the company's **first municipal partnerships**.
- Synthesized insights from **20+ user research interviews** with city planners and developers to inform product requirements and refine **decision-making workflows** for site evaluation.
- Shaped product direction for site analysis workflows by balancing business constraints and user needs, translating ambiguity into structured product decisions through cross-functional alignment with product and engineering.

Zighra

Toronto, ON

Product Designer

Sep 2021 - Jan 2022

- Owned **onboarding experience redesign** for a content creation platform, leveraging mixed-method research (user interviews, eye-tracking, surveys) to deliver a high-fidelity Figma solution that increased **new user activation by 29%**.
- Used **Hotjar and Google Analytics** to map behavioural drop-off points and validate iterative design changes, bridging **qualitative** insight with **quantitative evidence** to support stakeholder decisions.

Proto3000

Toronto, ON

Product Designer

Jun 2017 - Mar 2018

- Collaborated with industrial engineers to translate conceptual designs and ideas into functional prototypes using SolidWorks and Fusion 360, creating detailed 3D models for production and testing.

SKILLS

Design: Figma, Sketch, Miro, Lucidspark, Lucidchart, Balsamiq

Prototyping & AI: AI-augmented prototyping with Claude Code, GitHub Copilot, VSCode, Cursor, HTML/CSS

Research & Analysis: Qualitative & Quantitative Analysis, User Interviews, Usability Testing, A/B Testing, Journey Mapping, Heuristic Evaluation, KPI Definition & Tracking, Google Analytics, Fullstory, Research Report Analysis

RECOGNITION

Arctic Wolf, Incident360 Retainer | International Data Corporation (IDC) Market Note, 2025

- IDC Market Note #US53353925: *Arctic Wolf's Incident Response Retainer Plan: Why Didn't Anyone Think of This Before?* The note recognized the Incident360 Retainer, for which I served as UX Service Owner for Incident Response, driving the end-to-end experience design. Later adopted as a core sales asset by Arctic Wolf.

EDUCATION

University of Waterloo, Bachelor of Applied Science in Architectural Engineering