

Parita Shah

UX/ Product Designer

paritanshah26@gmail.com

Seattle, WA

[LinkedIn](#) | [Portfolio](#)

SKILLS

- User Research
- Affinity Mapping
- Competitive/Comparative Analysis
- Personas
- Information Architecture
- User Flows & Journey
- Wireframing
- Visual Design
- Prototyping
- Usability Testing
- Communication and Presentation

TOOLS

- Figma
- Adobe Xd
- Sketch
- Assure
- Adobe Photoshop
- Adobe Illustrator
- Miro

EDUCATION

UX Design Immersive Program

General Assembly, Remote

Jan 2022 - April 2022

Diploma in Animation FilmMaking

ZICA, Chennai, India

Jun 2012 - Jun 2014

Bsc Visual Communication

**MOP Vaishnav College for Women,
Chennai, India**

Jun 2010 - May 2013

I'm a UX designer with expertise in graphics, passionate about creating impactful and inclusive design solutions. A keen understanding of the customer's requirements and empathy have been my guiding principles for effective designs.

EXPERIENCE

UX Designer

Sep 2022- Mar 2023

Black Sesame : E-commerce platform

- Utilized user research and industry best practices to design and create a comprehensive sitemap and flow for an e-commerce platform, resulting in an intuitive and engaging user experience.
- Worked closely with stakeholders including developer, manager and CEO, to ensure designs were implemented according to specifications of the project.
- Understood business needs and designed wireframes that prioritize user engagement and conversion.

UX Designer

July 2022- Oct 2022

The Opportunity Project 2022, General Assembly x US Census Bureau

- Developed site maps, page schematics, navigation and user flows for a digital platform that assists citizens in identifying and applying for federal grants
- Collaborated with a cross-functional team including Data Scientists, Developers and UXers with mobile-first approach resulting in seamless user experience.
- Created a design system and style guide to ensure consistency.

UX Designer, Volunteer

June 2022 - Feb 2023

Tech2Live, US

- Synthesized research findings to create user personas for an internal site, resulting in user-centric design approach that improved user engagement.
- Created user journeys that accurately captured the path of a user, from initial awareness to conversion, ensured the user journey aligned with project goals and met business needs.

Graphic Designer, Event Management

Sept 2016 - Dec 2020

Cinema Rendezvous, India

- Developed custom artwork and digital marketing strategies to cater individual event needs which helped in increasing customer engagement and retention. by 10%.
- Organized and coordinated logistics to structure 60+ events with an average of 200 attendees in each.

PROJECTS

Nuleep – Career Development Platform | [Prototype](#)

Description: Nuleep is a Client project, with a brief to create job seekers portal in their platform. Worked with a team of 3.

- Developed a comprehensive research plan for Nuleep's job seekers portal, leveraging user feedback and market research to inform design decisions and drive user engagement.
- Led the UX design efforts for Nuleep's job seekers portal from ideation to high fidelity prototypes, resulting in a polished and intuitive user interface that met project goals .

StayNtouch – A Community App | [Prototype](#)

Description: StayNtouch(passion project), a community app makes you feel connected and aware of what is happening in your community.

- Conducted competitive analysis and user research around the community.
- Performed ideation, mock ups, visual design, branding and other assets.