**Parnika Raskar**

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**Professional Summary**

* Senior UI/UX Product Designer with **10 years of experience** in information technology specializing in the complete UX design lifecycle. Expertise includes **user research, wireframing, and prototyping using Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), Miro, and Qualtrics**
* Proven in designing robust information architectures, user journey maps, and task flows for complex digital ecosystems, ensuring intuitive navigation
* Specialized in **interaction design and high-fidelity prototyping** across **web and mobile platforms** using **Figma, Sketch, and Marvel** by creating engaging interfaces that prioritize user needs, resulting in high user satisfaction and seamless interactions
* Conducted competitive analysis for project management platforms and dashboards, advocating for a comprehensive **design system** to ensure consistency using Figma.
* Led designs for healthcare and supply chain mobile apps, applying human-centered design principles to logistics features.
* Adept at utilizing **Miro** for collaborative design thinking sessions, ideation, and brainstorming, fostering effective communication.
* Expertise in **Figma and Axure** for creating interactive and dynamic prototypes, providing stakeholders and developers with a realistic preview of the user journey and functionality
* Designed compelling and actionable **data visualizations**, using charts, graphs, and other visual elements to simplify complex data sets for end-users.
* Conducted **accessibility audits** and collaborated with analytics for dashboard alignment while Integrated user feedback into **agile development processes**.
* Skillful use of **OmniGraffle and Balsamiq** for rapid wireframing and prototyping, facilitating quick iterations and feedback loops during the early stages of the design process, aiding in the creation of complex information architectures and user flows.
* Extensive experience conducting user research and usability tests, utilizing findings to inform design decisions and refine solutions for **optimal user engagement**.
* Proficient in crafting detailed wireframes and task flows, providing a clear blueprint for developers and ensuring a cohesive and efficient user journey
* Mastery in Adobe Creative Suite tools such as **Photoshop, Illustrator, and XD**, allowing for the creation of visually stunning and consistent design assets, from graphics to user interface elements
* Conducted user interviews, usability tests, and heuristic evaluations, utilizing a comprehensive approach to create detailed personas and address potential usability issues, thereby enhancing the overall user experience.
* Developed dashboards capable of handling and displaying **large and complex data sets,** ensuring clarity and ease of use for end-users.
* Advocated for clear and accessible data measures, minimizing user friction while collaborating cross-functionally to deliver pixel-perfect and accessible experiences.
* Strong foundation in **HTML, CSS and JavaScript** fostering effective collaboration with development teams to ensure design integrity while adding interactivity and dynamic elements to user interfaces, enhancing the overall user experience and contributing to a seamless and engaging design.
* Provided **real-time alerts and notifications** within the dashboards to highlight critical issues and prompt timely interventions.
* Acted as a UX design evangelist promoting **user-centric design principles** while actively participating in code reviews, providing feedback on design guidelines.
* Prioritized feature development, drafted product requirements for cross-functional teams shaped project planning and strategy with a user-centric approach.
* Recognized as a self-starter and versatile team player, adept at leading projects with a shared vision, fostering collaboration across interdisciplinary teams and ensuring a unified vision for design and development.

**Technical Skills**

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| --- | --- |
| **Design** | User Research, Wireframing, Interaction Design, Information architecture, User Interface Design, Usability Testing, Design Systems, Competitive Analysis, A/B Testing, Task flows, SUS Surveys, Contextual Inquiry, Heuristic Evaluation, Visual Design, Rapid Prototyping |
| Tools | Figma, Sketch, Axure, OmniGraffle, Balsamiq, Adobe Photoshop & Illustrator, Miro, AI tools, Uizard, Attention Insight, Khroma, Design AI, Marvel, Maze, Midjourney, Agile, Jira, Optimal Workshop, Qualtrics, Data Visualization |

**Professional Work Experience**

**Ancile Inc**

**User Experience Lead | San Francisco Bay Area | Jan 2024 -** **Current**

- Led the redesign of key product features for Productive, a subscription-based SaaS platform, resulting in a 27% increase in user retention and a 13% decrease in bounce rates within the first 3 months of implementation

- Led user research initiatives, including interviews, surveys, and usability testing, which informed critical design decisions and improved overall user satisfaction by 22%.

- Advocated for a user-centered design approach, fostering a culture of empathy and continuous improvement within the organization, leading to a 23% reduction in design rework and iteration cycles.

- Developed and maintained UX/UI design documentation and style guides, ensuring consistency and alignment with brand guidelines across all product interfaces

- Implemented accessibility best practices across all digital products, expanding usability and inclusivity, and meeting WCAG 2.1 compliance standards

- Leveraged user personas and empathy mapping, creating a more nuanced understanding of user needs, which guided product enhancements that improved net promoter scores (NPS) by 15%.

- Collaborated closely with product managers and engineers to define and prioritize UX initiatives, ensuring alignment with business goals and enhancing product-market fit.

- Established a user feedback loop, integrating customer insights into the design process, which helped identify pain points early, reducing post-launch issues by 18%.

- Drove the transition to a responsive web design framework, ensuring seamless user experiences across devices and reducing bounce rates on mobile by 20%.

- Orchestrated the redesign of the customer support portal, simplifying navigation and improving the self-service rate by 35%, reducing dependency on live support.

- Led a comprehensive UX audit across all digital properties, uncovering critical gaps and opportunities, which informed a roadmap that improved user satisfaction scores by 25%.

**Alaska Airlines (Photon Infotech)**

**Senior Product Designer | San Francisco Bay Area | Oct 2022 - Nov 2023**

- Transformed Alaska and Horizon Air's legacy VisOps system, boosting user satisfaction by 17% through enhanced flight scheduling operations efficiency

- Led the user-centered research and design of Alaska's AirtrAK app, catalyzing a shift for 4+ user groups towards proactive insights and expediting business results

- Leading the research and UX design of the AirtrAK application for client Alaska Airlines by working closely with the stakeholders to understand the business objectives, determine project goals, and define a strategic design direction.

- Advocate for designing clear and accessible data measures that explain how user data is collected, used, and protected and minimize friction and disruption to user experience

- Conducted user interviews and brainstorming workshops with multi-functional teams to uncover insights while creating test plans and usability tests to evaluate user needs and analyze the performance of new and existing features.

- Implemented iterative design processes, incorporating feedback from user testing to continually refine and improve dashboard usability.

- Develop and maintain detailed user personas to inform design decisions and ensure alignment with the diverse needs of the user base.

- Designed with diverse user groups in mind, incorporating features such as colorblind-friendly palettes and keyboard navigability.

- Collaborate with business stakeholders and architects to translate user insights into clear, actionable features and functionalities that align with business goals and technical feasibility.

- Utilized advanced design tools such as Figma and Adobe XD to create high-fidelity prototypes and interactive wireframes for complex dashboards.

- Lead the identification and resolution of UX-related bugs and usability issues by implementing best practices to ensure a seamless and positive user experience.

- Actively participate in code reviews and provide constructive feedback to ensure code quality and adherence to design guidelines using HTML, CSS, JavaScript, and Angular/React.

- Created and presented a variety of design deliverables like sketches, wireframes, user flows and prototypes for seamless user experience

- Actively shape the overall project planning and strategy by championing a user-centric approach and integrating user insights into key decisions.

- Conduct regular usability testing sessions and analyze results to identify areas for improvement in the user interface and overall product experience.

- Collaborate with developers to implement accessible design features and conduct accessibility audits to identify and address potential issues.

- Utilize key performance indicators and analytics to measure the success of design solutions and inform future design iterations.

- Collaborated with stakeholders, product managers and developers to ship user-centric, pixel perfect, and accessible user experiences

- Create comprehensive design documentation, including design specifications, guidelines, and design rationale, to facilitate smooth handoffs and knowledge sharing within the team.

**Design Everest**

**UX Designer | San Francisco Bay Area | Aug 2018 - Sept 2022**

- Drove a 33% increase in Design Hub adoption by spearheading the UX design of a robust project management platform that simplified KPI tracking and metric analysis for project teams

- Prioritized feature development and drafted product requirements for cross functional teams to effectively communicate for product roadmap, status and vision to all stakeholders

- Implemented iterative design processes to enhance user experiences and address pain points identified during user testing

- Conducted competitive analysis for existing project management platforms in the market to identify trends, best practices, and opportunities for differentiation.

- Created comprehensive user journey maps to visualize and understand the end-to-end user experience within the project management platform.

- Developed interactive prototypes to visualize and test new features, ensuring a seamless and intuitive user experience

- Advocate for the development and maintenance of a comprehensive design system, ensuring consistent user interfaces and experiences across different products and platforms using Figma

- Provided detailed design specifications, assets, and support during the development process to maintain design integrity.

- Leveraged remote collaboration tools and methodologies using Miro and Figma to facilitate design thinking sessions and ideation

- Spearheaded the design and implementation of visually compelling and intuitive user interfaces, utilizing your proficiency in HTML, CSS, JavaScript, and Angular/React

- Conducted accessibility audits to identify and address potential barriers for users with disabilities.

- Collaborated with the analytics and business team to ensure that the Design Hub dashboards align with user goals and decision-making needs

- Ensured consistency in user experience across different platforms (web, mobile, etc.) by collaborating with developers and maintaining design guidelines.

- Analyzed user feedback, support tickets, and analytics data to inform design decisions and prioritize improvements to the project management platform.

- Act as a UX design evangelist within the organization, promoting the value of user-centric design principles and methodologies.

- Worked closely with stakeholders, developers and CTO to enhance product features and meet business goals

**Infini Systems Pvt Ltd (acquired by Veefin Solutions Ltd)**

**UX Designer | Mumbai, India | Dec 2015 - June 2016**

- Led designs for leading healthcare and supply chain logistics mobile applications from concept to market with high-fidelity MVPs crafted for rigorous usability testing

- Conducted extensive user research, UX flows, wireframes and interactive prototypes using a mobile-first approach

- Worked closely with healthcare professionals, supply chain experts, and other domain specialists to gain deep insights into the unique needs and challenges of users in the healthcare and logistics sectors

- Collaborated with supply chain experts to optimize the user experience for tracking and managing logistics processes within the mobile applications

- Conducted accessibility testing with representatives from various user groups to ensure inclusive design practices.

- Developed information architecture that aligns with user mental models and facilitates seamless navigation within the mobile applications

- Conducted usability tests specifically focused on different devices to address variations in screen sizes and interaction methods.

- Implemented features that streamline supply chain workflows, improve efficiency, and reduce errors in logistics operations

- Analyzed user engagement and interaction patterns through the lens of visual design, identifying opportunities for improvement and optimization.

- Integrate user feedback seamlessly into agile development processes, ensuring that design improvements are rapidly incorporated into the development cycle

- Conducted field studies and contextual inquiries to understand the unique challenges of different healthcare settings.

- Applied human-centered design principles to logistics features, ensuring that supply chain managers and logistics staff have intuitive tools for managing inventory, shipments, and logistics operations

- Conducted rapid prototyping methodologies using Figma to facilitate quick iterations and refinements based on stakeholder feedback

**iThink Infotech Pvt Ltd**

**Web Designer UI/UX | Mumbai, India | Sept 2014 - Nov 2014**

- Designed scalable UI components that can be reused across different web projects to maintain consistency and efficiency

- Reviewed client’s design, wireframed, designed scalable web pages to gather information quickly and effectively across multiple projects

- Implemented responsive web design principles to ensure a seamless and consistent user experience across various devices and screen sizes.

- Designed intuitive information architectures and establish clear visual hierarchies to guide users through the content and features of web pages

- Collaborated with development team to optimize web page performance, ensuring fast load times and efficient use of resources for smooth implementation of animations without compromising page load times

- Contributed to the evolution of a component library that supports the scalability and flexibility of web page designs

- Participate in cross-functional meetings and workshops to facilitate effective communication and understanding of project requirements

- Implement A/B testing methodologies to gather user feedback and iterate on design elements to improve overall web page performance

- Managed cross-media projects involving branding assets, illustrations and UI designs using color theory, iconography and user guidance

- Contributed to the development and maintenance of a design system to establish consistency in UI elements, patterns, and interactions across the web projects

**Citadel Architectural Solutions Pvt Ltd**

**Visual Designer | Mumbai, India | June 2013 - Sept 2014**

- Redesigned their website to deliver user-friendly and delightful experience by sketching concepts, wireframing and visual screens

- Designed custom icons and visual elements to enhance the website's visual appeal and communicate information effectively while applying color theory principles to create visually harmonious and aesthetically pleasing color palettes for the website.

- Implemented a consistent and visually appealing typography hierarchy across different sections of the website.

- Collaborated with the UX and development teams to implement design revisions effectively while iterating on visual designs based on feedback from stakeholders, usability testing, or analytics insights.

- Designed print and digital collateral, such as brochures, banners, or social media graphics, that align with the website's visual style.

- Ensured brand consistency across the website by adhering to established brand guidelines and visual identity while the visual design system supports scalability and consistency across various design assets

- Proficiently used design collaboration tools such as Sketch, and Adobe XD to facilitate seamless communication and collaboration with cross-functional teams.

- Created and maintained a comprehensive style guide that documents visual design elements, specifications, and usage guidelines.

- Contributed to the development and maintenance of a visual design system that includes color palettes, typography guidelines, and visual elements.

- Gathered feedback from users or stakeholders to iterate on visual designs and align them with user preferences

- Collaborated in real-time with team members to ensure efficient design workflows and prepared detailed design files, assets, and documentation for smooth handoff to development teams.

**Education**

**Masters in Human Computer Interaction**

2016 - 2018 | DePaul University

**Bachelors in Computer Engineering**

2008 - 2014 | University of Pune

**Certifications**

**Enterprise Design Thinking - Team Essentials for AI** May 2024 | IBM

**Enterprise Design Thinking Practitioner | IBM** May 2024 | IBM

**UX Design for Augmented Reality |**

April 2024 | Interaction Design Foundation(IxDF)

**UX Design for Virtual Reality**

April 2024 | Interaction Design Foundation(IxDF)

**CITI Program**

April 2017 | Certified in Human Subjects Research

**Adobe Certified Associate**

Feb 2015 | Visual Communication using Photoshop

**Print and Publishing**

April 2015 | Arena Animation