

PRITESH OMPRAKASH PARAB

Product Designer & UX Specialist (Mumbai)

PROFILE

Product Designer & AI-First Builder

Founder & Product Designer with expertise in designing and shipping AI-powered web and mobile applications. Demonstrated ability to conduct user research (**6+ interviews for projects**), iterate based on testing, and transform designs into functioning products using **React and PWA technologies**. Shipped **HiLi Notes (PWA with 20+ beta users, 65% weekly retention)** and **OmniMarketerAI** (AI-driven email campaign tool in the MVP stage). Seeking a collaborative UX/UI Designer role focused on **AI-first products**, user research, and cross-functional teamwork.

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LANGUAGES:

English, Hindi & Marathi

EDUCATION

- **Google UX Design Professional Certificate , Coursera (Expected Completion: Feb 2026)- Focus:** Wireframing, Prototyping, User Research, and Usability Testing.
- **Prompt Engineering Certification , Coursera , Focus:** AI-assisted development and workflow optimization.
- **Bachelor's Degree in Management , Mumbai University**

WORK EXPERIENCE

HiLi Notes (EdTech Progressive Web App), Lead Product Designer & Developer, Oct 2025 – Present.

- **End-to-End Design:** Owned the entire product lifecycle, from conceptualizing the solution to creating wireframes, layouts, and final designs for a distraction-free note-taking tool.
- **Conducted 6+ user interviews** with college students and UPSC candidates to identify highlight-to-notes friction; validated problem-solution fit before building
- **User Research:** Conducted secondary research and competitor analysis to identify gaps in existing PDF tools, resulting in a feature set focused on "contextual highlighting."
- **Design System:** Established a scalable design system and interaction guidelines to ensure consistency across mobile and desktop views.
- **Designed with accessibility** best practices in mind: form labels, ARIA usage, focus states, semantic HTML.
- **Iterated on designs based on feedback** to improve load times and accessibility.
- **Outcome:** Successfully prioritized MVP features and deployed a live beta version, demonstrating full ownership and autonomous execution of product milestones.

AppPulse (B2B SaaS Dashboard), MVP

- Designed a high-fidelity dark-mode analytics dashboard for enterprise sentiment analysis.
- Focused on data visualization, complex filtering workflows, and WCAG accessibility.

Freelance Academic Evaluator & Analyst, Education Sector, June 2022– July 2025.

- **Analytical Rigor:** Analyzed over 5,000+ student answer copies, requiring the ability to synthesize findings and provide clear, actionable feedback-similar to usability testing analysis.
- **Process Optimization:** Managed timelines and high-volume workloads in a deadline-driven environment, ensuring 99% accuracy in evaluation.
- This 3-year background analyzing student workflows directly informed **HiLi Notes product strategy**: identified key pain point (highlight-to-notes friction), validated with 6+ target user interviews, and designed solution around actual student behavior patterns.

SOFTWARE SKILLS

- **DESIGN & RESEARCH**
Core: UI/UX Design, User Research (interviews, usability testing), Figma (prototyping, design systems), Interaction Design, Mobile App Design, Wireframing.
Proficient: Information Architecture, Adobe XD, A/B Testing, Accessibility (WCAG 2.1 AA compliance)
- **TECHNICAL & DEVELOPMENT**
AI-First Build: AI-Assisted Web Development (HTML/CSS, React), Progressive Web Apps (PWA).
Tools: Adobe Creative Suite (Photoshop, InDesign), Affinity Design.
- **SPECIALIZED EXPERTISE**
Prompt Engineering, AI-Driven UX Design.