

PRITESH OMPRAKASH PARAB

Product Designer & AI-First Builder

PHONE: +91 7020881463 | EMAIL: parabpritesh0@gmail.com
PORTFOLIO: parabpritesh.github.io/priteshparab | LINKEDIN: linkedin.com/in/pritesh-parab-466212283

PROFILE

Product Designer focused on **user research, UX strategy, and AI-assisted product development**. Experience conducting **6+ user interviews**, synthesizing insights into clear product decisions, and collaborating with AI tools to ship working MVPs. **Shipped HiLi Notes**, an AI-assisted EdTech PWA with **20+ beta users and 65% weekly retention**, and built a full **UX case study for TimeWise**, a time management app. Currently seeking an **entry-level UX/UI Designer** role on teams building AI-first or education-focused products.

EDUCATION

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

WORK EXPERIENCE

Founder & Product Designer Oct 2025 – Present
HiLi Notes (EdTech Progressive Web App) – hilinotes.com

- **Led product definition and UX direction**; collaborated with AI tools to implement the interface and MVP.
- **Conducted 6+ user interviews** with college students and UPSC candidates to identify highlight-to-notes friction; validated problem-solution fit before building.
- **Designed with accessibility** best practices in mind: form labels, focus states.
- **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.

Product Designer 2025 – Present
TimeWise (Time Management App)

- **Led end-to-end UX design**: created **personas, user flows, and low-fidelity wireframes** in Figma.
- Directed visual design and **high-fidelity UI screens** based on UX structure and design constraints.
- Compiled a detailed UX case study with **problem framing, competitive analysis, and design decisions**.

UI/UX Designer (Concept) 2025 – Present
AppPulse (B2B SaaS Dashboard, MVP)

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

Freelance Academic Evaluator & Analyst Jun 2022 – Jul 2025
Education Sector

- **Analytical rigor:** Analyzed **5,000+ student answer copies**, synthesizing findings into 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 **4+ 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 the 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.
Design & Research (Proficient): Information Architecture, Adobe XD, A/B Testing, Accessibility.
Strategy & Research: Stakeholder Management, Data Analysis, User Flows, User Journey Mapping, Persona Creation.
Technical & Development: **AI-Assisted Web Development** (PWA prototyping using ChatGPT/Claude). Tools: Adobe Creative Suite (Photoshop, InDesign), Affinity Design; Video Editing (CapCut, Microsoft Clipchamp, etc.).
Specialized Expertise: Prompt Engineering, AI-Driven UX Design.

Languages

English | Hindi | Marathi.