

Parinita Das

UX DESIGNER

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SUMMARY

AI enthusiast and UX Designer with 3+ years' experience in research-driven, human-centered design. Skilled in Figma, design systems, and user research, with a track record simplifying complex workflows (IoT dashboards, AI conversational flows) and driving impact through inclusive, experiment-driven design.

WORK EXPERIENCE

Product Designer / Vibesea

SEP 2025 - PRESENT

- Increased recruiter engagement by 45% through usability testing and accessibility standards by **redesigning the candidate screening flow with iterative design sprints in Agile.**
- Improved stakeholder alignment through design strategy and storytelling** by leading workshops and visioning sessions to influence leadership and cross-functional teams.
- Delivered consistent web and mobile experiences by owning the end-to-end design process,** from wireframes, journey mapping and user flows to scalable design systems and high-fidelity mockups.

UX Designer / Toshiba Global Commerce

AUG 2024 - MAY 2025

- Improved retail operations by 40% through intuitive IoT data visualizations** by designing ELERA Security Suite dashboards with strong information architecture (IA) for 25M+ annual transactions.
- Strengthened visual consistency across enterprise platforms** through shared design system libraries and tokens by **maintaining 40+ Figma components and patterns.**
- Increased **checkout completion by 45% through validation testing by redesigning the checkout flow** using usability studies, A/B testing, and heuristic evaluations with high-fidelity prototypes.
- Enhanced enterprise workflows through inclusive design by **implementing WCAG/ADA standards like contrast ratios, screen reader support, and keyboard navigation.**

UX Designer / HINT'S Lab

FEB 2024 - MAY 2024

- Boosted student learning outcomes by 30%** through scaffolding ML concepts by **creating a learning assistant in the Google Colab environment.**

Visual Designer / Simplified

JAN 2022 - AUG 2022

- Created 200+ illustrations and icons as part of Simplified's template library,** enhancing visual consistency across marketing and user content.
- Drove 40% growth in new sign-ups** through high-performing marketing assets by producing designs that increased adoption and social sharing across channels.

Visual Designer / ICC Design

SEP 2020 - DEC 2022

- Increased company revenue by **40% in five months through end-to-end branding initiatives,** including **redefining brand identity,** optimizing digital campaigns, and strengthening engagement strategies to improve positioning and loyalty.

EDUCATION

North Carolina state University

Master

Graphic and Experience Design

National Institute of Fashion Technology

Bachelor

Textile Design

SKILLS

Research

Qualitative and Quantitative Research, Usability Testing, Heuristic Evaluation, Data Visualisation

Design

UX Design, UI Design, Interaction Design, Design System, Design Thinking, Responsive Web Design, Mobile App Design, Illustration, AI Rapid Prototyping, Agentic Workflows

TOOLS

Figma, Sketch, Miro, Framer, Google Analytics, Adobe Photoshop, Illustrator, Tableau, UserTesting, Cursor, Figma Make

AWARDS

2024

Social Innovation Fellowship

NC STATE UNIVERSITY

2023

Scholarship Recipient

NC STATE UNIVERSITY