

PARINITA DAS

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SUMMARY

A customer-focused **Product Designer** who leads the **full product design process** for **global, cross-platform experiences**. I leverage **data-driven insights** to create delightful, user-centric designs that solve complex problems.

WORK EXPERIENCE

Vibesea | *Product Design Lead*

Sep 2025 - Present

- **Designed scalable hiring workflows**, expanding from 5 to 1,000+ candidate evaluations with triple-layer anti-cheat monitoring for fair AI-driven assessments.
- Defined product vision and strategy in partnership with founders, engineers, and AI researchers, translating technical capabilities into intuitive user experiences.
- **Led end-to-end product design** from research, wireframing, and prototyping to high-fidelity UI and scalable design systems.

Innovative Educational Computing Lab at NCSU | *Product Design*

Jul 2025 - Present

- Designed AI & AR-powered EdTech experiences that boosted student engagement by **25%**, translating ideas into pixel-perfect prototypes and user flows.
- Managed the full design process, creating and testing interactive prototypes with **Figma** and **ProtoPie** to validate usability.
- **Collaborated with cross-functional partners** and stakeholders, including executives, engineers, and product managers, to convert high-level requirements into actionable design direction.

Toshiba Global Commerce | *Product Design*

Aug 2024 - May 2025

- Led the **UX design** for Toshiba's ELERA Security Suite data visualization dashboard, an **AI retail platform** handling over 25M transactions annually.
- **Accelerated development cycles by 5 months** by collaborating with program managers, engineers, and designers to define user needs and deliver scalable solutions, reducing time-to-market and saving **\$250K**.
- Built and maintained design system components with brand guidelines for web and mobile apps, reducing design inconsistencies, streamlining handoff by **40%**.
- Designed and prototyped user experiences, quickly iterating on multiple design explorations based on user research and usability testing, which improved usability and increased feature adoption by **18%**.
- **Validated designs through research and testing**, translating insights into **user flows, end-to-end customer journeys**, and prototypes that informed key platform decisions.

HINTS Lab at NCSU | *Product Design*

Feb 2024 - May 2024

- Designed an edtech software for teaching ML to CS students, improving learning outcomes by **65%** through clear user interfaces and interactive workflows.
- Operated within an agile environment, executing user studies and usability testing that boosted user satisfaction by **35%**.

Simplified | *Visual Designer*

Jan 2022 - Aug 2022

- Produced 200+ illustrations and 320+ icons, reinforcing **visual storytelling** and driving **70% increase in sign-ups**.
- Optimized design library, **improving efficiency by 80%** across design and engineering teams.

ICC Design | *Visual Designer*

Sep 2020 - Jan 2022

- **Increased revenue by 50% in 5 months** through branding initiatives and visually consistent design systems.
- Designed logos, typography, and iconography **improving brand recall by 30%**.

PROJECTS

AI powered podcast builder | *Perplexity Hackathon*

Apr 2025 - May 2025

- Designed an **end-to-end MVP** with **multimodal interfaces (voice, conversational AI)**, directly aligning with the job's focus on **voice-forward experiences**.

AI-powered tool for Intelligence Analyst | *Laboratory of Analytical Science*

Jan 2024 - May 2024

- Automated 80-90% of documentation tasks, leveraging **NLP** and automation to transform unstructured data into actionable insights.

EDUCATION

North Carolina State University

Aug 2022 - May 2025

Master's, Graphic and Experience Design

Raleigh, NC

- **Achievements:** Scholarship, Social Innovation Fellowship

National Institute Of Fashion Technology

Aug 2016 - May 2020

Bachelor in Design

Jodhpur, RJ

SOFTWARE SKILLS & STRENGTH

- **UX & Product Design:** Design Systems, Data-Driven Design, Prototyping, Usability Testing, User Research Methods
- **Tools:** Figma, Photoshop, Jira, HTML, Miro, UXtweak, Illustrator, Cursor, Windsarf, Github
- **Soft Skills:** Storytelling, Leadership, Verbal & Written Communication, Presentation Skills