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Saijal Parmar

UI/UX Designer | Leadership

behance.net/saijalparmar

Summary

Versatile UI/UX Designer with a flair for aesthetics, functionality, and problem-solving.

With more than 2 years of experience in UX/UI design, I am committed to developing captivating, user-focused web experiences. My skills in user research, prototyping using Figma, and performing usability testing have greatly enhanced product adoption rates. I am enthusiastic about utilizing insights to craft intuitive interfaces that align with business objectives.

Experience

UI/UX Designer & Graphic Designer

Key Responsibilities:

- **Design Leadership**: Led the design and development of user-centric web and mobile interfaces, improving user engagement and satisfaction.

- **Team Management**: Managed a team of designers, providing creative direction and maintaining high design standards.

- **User Experience**: Created wireframes, prototypes, and user journey maps to deliver intuitive and seamless user experiences.

- **Branding & Identity**: Developed brand guidelines and designed marketing assets to ensure a consistent visual identity across all platforms.

- **Cross-Functional Collaboration:** Worked closely with developers and product managers to align design strategies with business objectives.

I have experience across multiple industries and sectors, particularly in the field of design:

- Designed fintech applications for payments, investments, and savings.
- Created UI for music/video streaming and on-demand subscriptions.
- Developed interfaces for online, in-app, and in-store payment systems.
- Worked on digital subscriptions for magazines, audiobooks, and e-books.
- Designed open banking and digital banking experiences across web and app.
- Built internal tools and management systems for operational efficiency.

Skills & Tools:

- Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch.
- User Research, Prototyping, Interaction Design, Brand Development.

Education

Diploma in UI/UX & Graphic Designing | Pixxelu Academy

2023 - 2024 / Dharamshala, Himachal Pradesh, India

Bachelor of Arts | GOVT DEGREE COLLEGE

Govt. Degree College Nagrota Bagwan, Himachal Pradesh, 176047

About me

I approach design as a system of connections—balancing user needs, design principles, and business strategy. I believe in creating designs that not only look good but work beautifully, ensuring impact and engagement at every touchpoint.

Skillset

Product design

User experience research, prototyping, UI/UX design for both web and mobile platforms, copywriting, evaluation of design systems, design thinking methodologies, and generative artificial intelligence.

Product Management

Development of backlog and requirements, generation of hypotheses, establishment of product metrics, analysis of marketing data, financial modeling, customer journey mapping (CJM), and journey-to-buy (JTB) analysis.

Soft skills

Creativity, meticulous attention to detail, systematic and analytical thinking, leadership abilities, and emotional intelligence.

Key Achievements

30% User Engagement Increase

Led the redesign of Adobe's main product page, significantly enhancing user interaction and clarity of calls to action.

15% Conversion Rate Boost

Redesigned Shopify's checkout process, drastically improving the conversion rate through user-centered design principles.

WCAG 2.1 Compliance

Tools

- Figma
- User Research
- Brand Identity
- Design Systems
- Sketch
- Adobe Creative Cloud
- Usability Testing
- Prototyping

Certification

Advanced Figma for UI/UX

Certified by the UX Design Institute – Mastery in component-based workflows, auto-layouts, and prototyping.

User Research & Testing

Certified in user journey analysis, usability testing methods, and research synthesis techniques (Nielsen Norman Group)