

**PARINISTHA SHARMA**  
UI/UX Designer | UX Researcher | Product Designer

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## SUMMARY

Dedicated and results-oriented designer with a proven track record of enhancing end-user focused experiences and driving business growth. Adept in zooming between macro view (information architecture) and micro details (prototyping) with a strong foundation in user research methodologies, interaction design, and visual design. Experienced cross-functional team player. Seeking full-time opportunities.

## EDUCATION

### Master of Science in Human-Computer Interaction

DePaul University, Chicago, IL

September 2022 – March 2024

GPA: 3.95/4.00

### Bachelor of Engineering

Mumbai University, India

April 2018 – May 2022

GPA: 3.33/4.00

## SKILLS

**Designing Software / Tools:** Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, Premier Pro), Axure RP, Optimal Workshop, Canva, Miro, Farmer, Atlas.ti, Wix, Sketch

**Programming Language:** HTML, CSS, Python, Bootstrap, C++, SQL

**User Research:** Quantitative Analysis, Competitive Analysis, Design Reviews, Surveys, Card Sorting, Usability testing, Focus Groups, Experiment Design, A/B Testing, Personas, User Interviews, User Task Flow & Analysis, Information Architecture

**Design Skills:** Wireframing, Interactive Prototyping, Visual Design, Flow Diagrams, Data Visualization, Storyboarding, Sketching, Mobile Application Design, Responsive Web Design, Interaction Design, Journey Mapping, User Interface Design, Design Systems

## EXPERIENCE

### Victory Bridge Foundation, Remote, USA

June 2024 – Current

#### UX Designer

- Created and maintained web pages on Wix platform, enhanced UX writing, resulting in more than an 80% rise in site sessions and page views.
- Curated 50+ generative AI graphics for 4 campaigns with stakeholders and the social media team, boosting click-through rates by 70%.
- Refined marketing strategies for upcoming initiatives, resulting in a 40% increase in user engagement across Facebook, Instagram and LinkedIn.

### Rebecca Everlene Trust Company, Remote, USA

April 2024 – June 2024

#### UI/UX Designer

- Converted user stories into mock-ups for an MVP health education app, improving children's content accessibility and achieving 40% user retention.
- Created journey maps and wireframes for a children's VR exploration game using 10+ secondary research articles and competitor analysis.
- Facilitated design review sessions with product owners and Unity developers, enhancing gameplay fluidity, increasing user engagement by 33%.

### MetLife, Remote, USA

January 2024 – April 2024

#### UI/UX Designer

- Led design sessions for customer interviews, usability lab observation, task analysis, and strategy.
- Managed content inventories and restructured information architecture based on a new site map aligned with task flows and user stories.
- Worked on concept designing, sketching, and storyboarding for various animation and training tutorial videos.
- Thoroughly conducted user research by employing methods such as literature review and competitive analysis.
- Developed high-fidelity responsive web design prototypes using Figma, with a strong emphasis on interaction design.

### Civillience, Remote, USA

July 2023 – December 2023

#### Research Intern (UI/UX)

- Optimized the user flows for existing features and drop-down menus of the community driven social web application by conducting A/B testing and rapid iteration in an agile workflow and amplified the user experience and onboarding by 18%.
- Collaborated on cross-product initiatives with Product Managers and Front-end Development team to make the application responsive for both Android and IOS devices, leading to a 25% reduction in user complaints and support tickets.
- Curated a Figma design component library to ensure consistent style and branding which is a flexible structure suitable for both digital designers and developers.

**UX Designer**

- Employed UX research methods to conduct competitive analysis and surveys via SurveyMonkey to identify product gaps based on user behavior, redesigned the information architecture for seamless navigation; lowered website's abandonment rate by 32%.
- Revamped the existing website by creating visual artifacts and high-fidelity functional prototypes on Figma in alignment with the existing design system and iconography according to business objectives; increased unique website visitors by 23%.
- Spearheaded ideation sessions with marketing team to curate trendy design deliverables using Adobe Illustrator, Premier Pro and Canva tools for digital platforms to grow organic user engagement by 42%.

**Vivek International, India**

March 2021 – May 2022

**Designer**

- Designed an Ecommerce website after market analysis to establish the brand's social presence, resulting in a 10% boost in conversion rates.
- Crafted visually appealing designs aligned with brand guidelines, color theory, including logo placement, typography, and imagery selection.
- Implemented comprehensive SEO strategies, optimized meta tags and keywords to increase in organic traffic by 45% within 6 months.

**Prop Technology, India**

May 2020 – Feb 2021

**UI/UX Designer**

- Oversaw the design of the Copsmart delivery app by integrating streamlined user flows and intuitive interfaces, significantly improving the delivery experience for application users around the country.
- Closely worked with developers and business stakeholders in cross-functional teams to guarantee smooth integration of functionality and design aspects in the CRM portal.
- Increased user satisfaction and engagement on the Searchworld platform by implementing user-centric designs like onboarding guides and a help page, along with inclusive features like language switching.
- Conducted both moderated and unmoderated usability testing to gather feedback and insights, then iteratively refined the design to meet user needs and expectations.
- Collaborated with the development team to translate design concepts into functional and visually appealing features for the Copsmart app.
- Consistently monitored user behavior, market trends, and emerging technologies to refine the application over time and ensure it remained up to date with market demands.
- Successfully met project targets and deadlines, ensuring on-time delivery of design assets and contributing to the overall success of the projects.

**PROJECTS**

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**ParkChicago, Capstone**

May 2023 - August 2023

- Performed heuristic evaluation and cognitive walkthrough to validate merging ParkChicago and ParkChicagoMaps into a unified app.
- Conducted interviews and contextual inquiries to refine search and interactive map features for affordable parking, raising user satisfaction by 43%.
- Devised high-fidelity prototypes in Figma with customization options and conducted usability testing, improving task completion rate by 22%.

**Loreal Groupe**

January 2023 - April 2023

- Remodeled information architecture and content strategy using content inventory and affinity diagramming, boosted user onboarding by 36%.
- Executed card sorting, Tree Tests, and Chalkmark tests using Optimal Workshop to pinpoint bottlenecks; reduce task failure rates by 22%.
- Iterated on user feedback and analyzed test data to reduce the bounce rate for primary users by 15%.

**CERTIFICATION**

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- **Google UX Course:** [https://www.credly.com/badges/669e76bc-2d6a-40f4-8971-d5e4943c3a46/linked\\_in\\_profile](https://www.credly.com/badges/669e76bc-2d6a-40f4-8971-d5e4943c3a46/linked_in_profile)
- **SEO Foundations:** <https://www.linkedin.com/learning/certificates/e8480831184fe4f221a38b9cb91ea1739ff3a8692de1bb8de309d79b90a0a8c7>
- **Google AI Essentials:** <https://www.coursera.org/account/accomplishments/verify/9NY3ZB9QSSWM>