Siddhi Parkar

📞 +91-7276120209

✉ siddhi.parkar95@gmail.com

🌐 https://www.behance.net/siddhipark58b2

in www.linkedin.com/in/siddhi-parkar-5127b958

Work Experience

June 2023-Present

Working as a Freelancer

Feb 2021-June 2023

UX UI Designer
EXDERA - UI/UX Design & Development Agency

- Responsible for Preparing the Project Requirement Document, Information Architecture, Brainstorming, Wireframing, and High Fidelity Designing.

- I have experience running successful marketing campaigns and implementing strategies for B2B platforms to engage business partners. I specialize in analyzing consumer experiences to ensure optimal results.

- In addition to my design skills, I actively engage with clients on a daily basis, handling tasks such as requirement calls, project duration estimation, testing, and delivering client demo presentations.

- Successfully completed several UX/UI projects in different industries, resulting in a increase in user engagement.

- Designed and launched the multiple websites with the objective of organize and present the high-volume data through a visually pleasing interface that is efficient and easy to navigate through the site and increase in conversion rate.

- Expertise in user research and testing methodologies, resulting in the ability to identify user needs and design effective solutions.

July 2020-Oct 2020

UX/UI Designer Intern
10Dem(Tandem) Education

- During 3 months of internship I have worked on revamping their educational portal

June 2018 - June 2019

PHP Developer
Apurer India Pvt Ltd, Mumbai

Feb 2018 - May 2018

Web/Wordpress Developer
Foxjab Development & Operations Pvt Ltd, Mumbai

June 2018-Oct 2019

Freelance WebDeveloper

Education

2019-2021

Masters of Design(UI/UX)
Chitkara School of Art & Design, Chandigarh

Principles of Design, Human Computer Interactions, **UX design** processes, Information Architecture, **Design Thinking** approaches, User Research, Ethnography, **UI Design**, Omnipresent Design, Service Design, Fintech, UX for AR, VR, IoT.

2012-2017

Bachelors of Engineering(Information Technology)
Theem College of Engineering, Mumbai

Affiliations

July 2021-Present

Working as a Public Relations Officer
Toastmasters International, District 98, Division B, Area 01 (Mumbai Orators Toastmasters Club)

Skills

- User Experience & Design Strategy
- Information Architecture
- Wireframing
- UI Design
- Competitive Analysis
- Design Thinking
- Project Conceptualization, Evaluation, Planning, and Execution
- Prototyping
- User Flow
- Responsive Web Design
- Infographics
- Microsoft PowerPoint
- Software development life cycle
- Project management

Proficiency

- Adobe XD
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Xmind
- FigJam
- Miro
- draw.io
- Procreate (intermediate level)

Technical

- HTML
- CSS
- WordPress
- Bootstrap

Languages

English   Marathi   Hindi