

Siddhi Parkar

User Experience Designer

4+ years of experience

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Work Experience

Flair Labs Private Limited

UX Designer

November 2023 - Present

- Translate concepts into user flows, wireframes, mockups, and prototypes to create intuitive user experiences.
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders
- Worked on a mobile application for the Condition Assessment Programme (CAP) to assist ship surveyors in managing metrics, readings, and images during ship inspections.

User experience of the app were highly praised, boosting surveyor productivity and reducing survey timelines to 2 days due to the app's user-friendly design and streamlined processes
- Designed a dedicated web application to analyze market dynamics, identify trading opportunities, and manage risk by highlighting patterns in candlestick charts within stock price data.
- Transformed a physical board game used for training ship surveyors into a web application, enhancing accessibility and adaptability.

The game is intended at enhancing the knowledge base of the surveyors by subjecting them to gamified mode of training.

Additionally, designed a mobile app to provide a convenient, gamified training experience for employees.
- Designed a dedicated web application to analyze market dynamics, identify trading opportunities, and manage risk by highlighting patterns in candlestick charts within stock price data.
- Designed a B2B primary care app for doctors and healthcare professionals to enable offline consultations mainly in remote areas. The app automates consultation and prescription processes, minimizing manual data entry through intelligent autofill and voice-based patient detail capture.

Freelancer | UX UI Designer

UX UI Designer

June 2023 - October 2023

- Designed Web application for travel agency.

Prioritize information from stakeholder key insights. Collaborated with developer team, draw and translate concepts into userflow, wireframe and prototypes that lead to intuitive user experience.

EXDERA - UI/UX Design & Development Agency

UX UI Designer

February 2021 - June 2023

- Developed and delivered a comprehensive Project Requirement Document, Information Architecture, and Wireframes, resulting in a streamlined development process and accelerated project completion.
- Coordinated with key stakeholder of the project and business partners toward the successful launch of an educational website.
- Experienced running successful marketing campaigns and implementing strategies for B2B platforms to engage business partners.
- Analyzed consumer interactions across multiple touchpoints, leveraging data-driven insights to optimize user journeys and increase conversion rates also increased user engagement
- In addition to my design skills, I actively engage with clients on a daily basis, handling tasks such as requirement calls and delivering client demo presentations.
- Led the design and launch of visually engaging websites, effectively organizing and presenting high-volume data to enhance user experience, resulting in a 35% increase in conversion rate and substantial revenue growth
- Designed and developed an emailers template to enable teams to quickly build mobile-responsive emails and maintain visual consistency, leading to time savings of 5+ hours per week

UX/UI Designer Intern

10Dem(Tandem) Education

July 2020- Oct 2020

- During 3 months of internship I have worked on revamping their educational portal through a comprehensive redesign

PHP Developer

Apurer India Pvt Ltd, Mumbai

June 2018 - June 2019

Web/Wordpress Developer

Foxjab Development & Operations Pvt Ltd, Mumbai

Feb 2018 - May 2018

Education

M.Des User Experience

Chitkara School of Art & Design

2019 - 2021

Bachelors of Engineering(IT)

Theem College of Engineering, Mumbai

2012 - 2017

Skill Set

Design

Wireframing	UI Design
Prototyping	Competitive Analysis
Visual Design	Responsive Web Design
Information Architecture	Infographics
UX & Design Strategy	User Flow
Microsoft PowerPoint	

Tools & Technologies

Figma	draw.io
Adobe XD	Procreate (Beginner)
Adobe Photoshop	FigJam
Adobe Illustrator	Miro
Xmind	

Affiliations

Mumbai Orators Toastmasters Club

District 98, Division B, Area 01

Public Relations Officer

July 2021 - Present

- Manage social media, create and maintain the club's presence on various social media platforms. Share club events, achievements, and other updates to engage members and attract potential guests
- Designing Newsletters and meetings posters
- Brand Management by ensuring that the club follows Toastmasters International branding guidelines in all promotional materials and communications

Languages

English

Marathi

Hindi