

# Parth Shiralkar

Webby-nominated **UI/UX Designer and Web Developer** with 3+ years of experience crafting user-centric web and mobile applications. Proficient in **Figma, HTML5, SCSS, and JavaScript**, with a strong focus on intuitive design and collaboration with cross-functional teams. Committed to delivering visually appealing, functional features that enhance user satisfaction and drive business growth. Big fan of flowers and treasure.

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## EXPERIENCE

### Web Designer & Developer

June 2024 - Present

*Freelance*

*Pune, India*

- Utilize advanced design tools like Lunacy and Figma to prototype, wireframe and design high-fidelity user interfaces, leading to increased user retention and interactions across the board.
- Collaborate with diverse clients across various industries including product-based corporations, delivering custom websites and applications that enhance user engagement and lead to a 50% increase in client conversions.
- Design optimized and engaging websites, undertaking SEO duties for clients' sites, resulting in a 40% boost in organic traffic and a 25% increase in site speed, improving overall user experience.

### Developer

July 2021 - May 2024

*Owen Jones and Partners*

*Portland, Oregon*

- Developed custom code for clients like Disney & UnitedHealthGroup and internal teams, blending static and CMS-driven approaches to build and deliver over 15 business and product websites, including e-commerce projects.
- Spearheaded the development of internal toolkits and highly reusable web components and libraries, boosting developer productivity by 40% and cutting development preparation time in half.
- Devised CI/CD pipelines to enable automated builds, tests, containerization, and continuous delivery of modules, decreasing deployment time from days to hours and reducing errors by 25%.
- Integrated cutting-edge technologies into projects to modernize the project tech stack, resulting in a 35% increase in application performance and lowering maintenance costs by \$20,000 annually.

### Software Development Intern

May 2020 - August 2020

*Homepainter LLC*

*Ames, Iowa*

- Designed, developed and tested high-quality, accessible webpages and Angular components for Homepainter's SaaS website, enhancing user experience and increasing site accessibility compliance by 25%.
- Wireframed and built out a new contractor platform from scratch in Angular, including the login state functionality, resulting in a 90% increase in monthly revenue and attracting 50 new contractors within the first quarter.
- Established a new code organization standard, leading to a 20% increase in code throughput and significantly enhancing documentation quality within the repository, reducing onboarding time for new developers by 30%.

## EDUCATION

### Master of Science in Information Systems (GPA: 3.9 / 4.00)

Aug 2018 - May 2021

*Iowa State University*

*Ames, Iowa*

- Certification:** Business Analytics | **Graduate Minor in Philosophy**
- Teaching:** Graduate Research and Teaching Assistant (Network Infrastructure)

### Bachelor of Engineering in Computer Engineering (GPA: 3.8 / 4.00)

Jul 2014 - May 2018

*Pune University - PCCOE&R*

*Pune, India*

## SKILLS

**UI/UX:** Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, A/B Testing, WCAG

**Web Development:** JavaScript, TypeScript, HTML, CSS, SASS, PHP, Laravel, RESTful and GraphQL APIs

**Tools:** Git, Node.js, Eleventy.js, P5.js, React.js; Figma, Lunacy, Wireframe.cc, Adobe XD, Canva; Utopia Spacers, Lottie.js, Stencil.js, Storybook, Webpack, Jenkins, Jira, Jest, Google Analytics; WordPress, CraftCMS, Sanity

**Concepts:** Responsive Web Design and Front-end UX/UI Development, Search Engine Optimization (SEO), Performance Optimization, Static Site Generation (SSG), Web Security, Liquid/Nunjucks Templating

## PROJECTS AND PUBLICATIONS

**UnitedHealthGroup** 🌐 Company Website | *CraftCMS, Gulp, DDEV, JavaScript, Nunjucks* 2024

**Choose Kindness (Disney)** 🌐 Anti-bullying Resource Website | *Wordpress, Composer, SASS* 2023

- 🌐 2023 Webby Awards Nominee for Best User Interface | 🌐 2023 Anthem Awards Finalist (Health)

**Canva** 🌐 Product/E-commerce Website | *WordPress, PHP, TWIG* 2022

**Dark Patterns on the Internet** 🌐 Research Paper 2021

**Journalist/Columnist Publications** 🌐 Weekly Columns for the Iowa State Daily 2019 - 2021

**Rare Objects in Strange Places (a collection of fictional stories)** 🌐 Kindle E-book 2020