Parth Shiralkar

Webby-nominated **Web Designer and Developer** with 4 years of experience crafting user-centric web and mobile applications & sites. Proficient in **Figma, Canva, HTML5, SASS, and JavaScript**, with a strong focus on intuitive design and collaboration with cross-functional teams.

✉ parth.shiralkar@gmail.com   📞 +91 8888984388   in linkedin.com/in/parthshiralkar   🔗 work.parth.ninja

EXPERIENCE

Principal Product Designer
August 2024 - Present
beemz (Remote) — Figma, Wireframe.cc   *Johannesburg, South Africa*

- Lead the visual overhaul of the mobile and web app, introducing a modern, sleek design that improved user navigation and enhanced the overall aesthetic, resulting in a 60% increase in user satisfaction scores via focus groups.
- Implement contemporary UI trends such as minimalistic design and micro-interactions into the product design, leading to a 35% reduction in bounce rates and leading to a 20% faster project completion time compared to initial estimates.
- Collaborate with cross-functional teams to integrate brand-aligned color palettes and typography, delivering a polished final product by leveraging Figma to create high-fidelity prototypes and iterate designs quickly.
- Conduct usability testing with diverse user groups, identifying pain points and implementing actionable feedback that increased task completion rates by 40% and minimized user error rates by 25%.
- Design intuitive financial dashboards and digital wallets, incorporating real-time data visualization, secure transaction workflows, and customizable user preferences, which improved user retention by 30%.

Web UI/UX Designer
September 2024 - Present
TheFaceCraft Studio (Remote) — Figma, Canva, WordPress, HTML, SASS   *Lucerne, Switzerland*

- Conceptualize and develop unique color schemes, UI/UX designs, and web wireframes, translating client goals into visually engaging and user-friendly websites, ensuring brand consistency and effective communication.
- Produce high-fidelity prototypes and mockups using Figma, allowing clients to visualize design iterations and streamlining the feedback process, seamlessly implementing design specifications by creating responsive layouts.
- Integrate modern design principles, such as micro-interactions and minimalistic layouts, into websites, improving overall user experience and contributing to a 40% increase in average session durations across multiple projects.

Web Developer & Designer
July 2021 - May 2024
Owen Jones and Partners — Figma, HTML, SASS, JavaScript, jQuery, PHP, WordPress   *Portland, Oregon, U.S.*

- Developed custom code for clients like Disney & UnitedHealthGroup and internal teams, blending static and CMS-driven approaches to build and deliver over 20 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%.
- Designed and ideated wireframes for internal tools and webapps, including a chatbot and a 2D image generator using P5.js, resulting in a 60% reduction in design iteration time and improving user satisfaction by 30% in testing phases. Owned all aspects of design, from concept to final implementation.

IT Specialist
September 2020 - May 2021
Parks Library — macOS, Windows, System Optimization   *Ames, Iowa, U.S.*

- Collaborated with faculty and staff across multiple library locations to identify user pain points, enhancing system workflows and usability for diverse technical skill levels.
- Streamlined macOS and Windows system setups, designing intuitive configurations and training modules that improved user onboarding and reduced troubleshooting requests by 30%.
- Standardized cross-platform workflows to ensure a consistent and accessible experience across macOS and Windows systems, improving technology adoption rates by 25%.
- Developed comprehensive guides and resource materials for staff, reducing IT support queries by 40% and empowering self-sufficiency among library users.

EDUCATION

Master of Science in Information Systems (GPA: 3.9 / 4.00)
August 2018 - May 2021
Iowa State University - Ivy College   *Ames, Iowa, U.S.*

- **Research & certification:** Human-Computer Interaction | **Graduate Minor in Philosophy**
- **Teaching:** Graduate Research and Teaching Assistant (Network Infrastructure)

Google UX Design Professional Course
June 2021 - July 2021
Online, Self-paced   *Portland, Oregon*

- Developed core UX design skills, including wireframing, prototyping, and conducting usability tests.
- Completed practical projects to enhance user-centered design thinking and interface optimization.

Bachelor of Engineering in Computer Engineering (GPA: 3.8 / 4.00)
July 2014 - May 2018
Pune University - PCCOE&R   *Pune, Maharashtra, India*

Skills

UI/UX: Wireframing, Prototyping, User Research and User Personas, Empathy Maps, Usability Testing, Interaction Design, A/B Testing, WCAG, Information Architecture, Accessibility Audits, Web Design, User Experience Research, User-Centric Design, Design Thinking, Fintech Dashboard Design, Data Visualization

Web Development: JavaScript, HTML, CSS, SASS, PHP, Laravel, RESTful and GraphQL APIs, Node.js, Jamstack, Single Page Applications

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, Google Tag Manager; WordPress, CraftCMS, Sanity, Strapi, Docker, Netlify, Webflow; Lyssna, UserTesting, Hotjar, Balsamiq

Concepts: Responsive Web Design and Front-end UI/UX Development, Search Engine Optimization (SEO), Performance Optimization, Static Site Generation (SSG), Web Security, Liquid/Nunjucks Templating, Progressive Web Apps (PWAs), Content Management Systems (CMS), Cross-browser Compatibility, Financial Data Visualization, Accessibility for Financial Products, Personalization in UI/UX, UX Research,

Projects and Publications

beemz 🔗 Website | *Figma, Wireframe.cc, Google Suite, User Research, Design Thinking*   2024
- Led the complete redesign overhaul of the web application, managing all aspects of the redesign project to align with modern UI/UX standards and improve overall user experience.
- Successfully redeveloped the primary modules of the application, like an overview dashboard and an in-app wallet, improving functionality and visual consistency while ensuring seamless integration with existing systems.
- Collaborated with cross-functional teams to implement new design components, including enhanced navigation elements and optimized page layouts, resulting in improved user engagement and satisfaction.

UnitedHealthGroup 🔗 Healthcare Website | *CraftCMS, Gulp, DDEV, JavaScript, Nunjucks*   2024
- Developed the website for UHG, including all the main modules and sub-modules on the site.

Choose Kindness (Disney) 🔗 Anti-bullying Resource Website | *Wordpress, Composer, SASS*   2023
- 🔗 2023 Webby Awards Nominee for Best User Interface | 🔗 2023 Anthem Awards Finalist (Health)
- Implemented several primary modules throughout the website, including the search bar functionality, recommendations, and the resource management center.

Cana 🔗 Product/E-commerce Website | *WordPress, PHP, TWIG*   2022
- Led project scaffolding and developed all active modules on the live site.
- Ensured the site was WCAG-compliant and helped implement a Shopify store with the lead developer.

Dark Patterns on the Internet 🔗 Research Paper   2021
- Wrote and successfully defended a dissertation on the importance of clarification of UI elements for the common web user, focusing on the implementation of cookie policy banners all over the Internet.

Journalist/Columnist Publications 🔗 Weekly Columns for the Iowa State Daily   2019 - 2021
- Wrote and edited over 60 columns over the course of my journalism career, reporting directly to the Columns Editor.
- Covered topics ranging between philosophy, pop culture, and science; won Best Columnist in 2020.

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