

Parth Shiralkar

Webby-nominated **Web Designer and Developer** with over 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. Committed to delivering visually appealing, functional features that enhance user satisfaction and drive business growth.

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EXPERIENCE

Web Designer

August 2024 - Present

TheFaceCraft (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.
- Integrated 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.

Product Designer

June 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.

Web Developer

July 2021 - May 2024

Owen Jones and Partners — 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 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.

EDUCATION

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

Aug 2018 - May 2021

Iowa State University

Ames, Iowa, U.S.

- **Certification:** Human-Computer Interaction | **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, Maharashtra, India

SKILLS

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

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

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