

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.

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EXPERIENCE

Digital 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

July 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 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%.

Software Development Intern

May 2020 - August 2020

Homepainter LLC — AngularJS, Adobe XD, HTML, SASS

Ames, Iowa, U.S.

- 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 in the agile SDLC, leading to a 20% increase in code throughput and significantly enhancing documentation quality within the main working repository.

EDUCATION

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

August 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)

July 2014 - May 2018

Pune University - PCCOE&R

Pune, Maharashtra, India

SKILLS

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

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

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

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, Progressive Web Apps (PWAs), Content Management Systems (CMS), Cross-browser Compatibility

PROJECTS AND PUBLICATIONS

- beemz** 🌀 Website | *Figma, Wireframe.cc, Google Suite, User Research* 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.
 - Helped redesign the navbar and footer, alongside a few other primary modules, and implemented them in the project's updated code repository.
- 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 the 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