PARVEEN JAGAJEEVAN
PRODUCT DESIGNER & LEADER

PHONE 650-862-4002
EMAIL parveenj@gmail.com
PORTFOLIO storyagent.co

HIGHLIGHTS

- I have 10+ years of experience working in agency and client-side settings across a wide variety of industries that includes everything from healthcare, eCommerce, cybersecurity, and direct marketing.

- In the past 3 years I have released 9 products to my users and each time, I worked as a full stack designer working to balance business needs with user needs

- I negotiate and collaborate well with cross-functional groups and have convinced naysayers with thoughtfelt presentation and validation of design choices.

- Naturally curious, I am pursuing an M.S. in Human-Computer Interaction and I keep up on trends by following industry blogs, Medium authors, and podcasts.

- I love mentoring designers and have helped them overcome personal and business challenges on the path to becoming better at their craft.

EXPERIENCE (additional detail found at linkedin.com/in/parveenj)

- ### Principle Design Consultant ⊙ Story Agent ⊙ 2012 - Present
  I work as a Product Design consultant working with a range of companies such as:

  Symantec: While leading an agile team, I designed a new B2B eCommerce product flow that ties the experience together between the entire Trust Services product line

  Apple: I researched and designed an application that helped the Online Support team increase their productivity by 30%

  SAP: I designed 5 new tablet applications for a global tradeshow aimed at selling new services to SAP's healthcare clients

  Ericsson: I drove design thinking sessions within the Global Innovation team and earned the group an extra $30,000 in funding to build new products.

- ### Lead Product Designer ⊙ FireEye ⊙ 6/2015 - 10/2016
  I led a team of 3 product designers as we designed user-centered features for the core products. I would work through various aspects of the complete design life cycle while collaborating with cross-functional teams to deliver security products. I also led the release of FireEye's first design system to help speed up the development process.

- ### Design Program Manager ⊙ Deem ⊙ 2012 - 2013
  Reporting directly to the VP of Design, I led the UX team and established an agile design process flow alongside doing hands-on design work.

- ### eCommerce Program Manager ⊙ Walmart.com ⊙ 2011 - 2012
  I led the delivery of customer experience products of the world's largest retailer, whichincluded shopping cart enhancements such as guest checkout and coupons integration.

- ### Sr. Web Producer / Designer ⊙ Nimbus Design ⊙ 2006 - 2010
  I led all design project work for a boutique design agency that produced work for clients such as Stanford Children's Hospital, Cisco, and Google.

SKILLS

USER RESEARCH

Usability Testing | User Journeys
User Interviews | Contextual Inquiry
Competitive Analysis | Analytics

INTERACTION DESIGN

Sitemaps | Information Architecture
Flow diagrams | Microinteractions
Clickable Wireframes

VISUAL DESIGN

Sketch | Adobe Creative Suite
Pencil + Paper | Storyboarding

PROTOTYPING

HTML | CSS | jQuery | Axure
Invision | Atomic | Design Systems

MANAGEMENT

Direct Reports | Agile Design Sprints
Strategy Planning | Mentoring Designers
Cross-functional team collaboration
Requirements Definition

EDUCATION

DePaul University
MS HCI (2017)

Academy of Art University
3D Computer Animation (*75% of BFA*)

University of California, Davis
BS Zoology / Minor in Film

VOLUNTEER WORK

Personal Mentor for new designers
Design Lead with Taproot Foundation
Volunteer with BayCHI