

HIRAL PAREKH

— User Experience Designer

Work Experience —

UX Designer | g2o

January 2021 - Present | Dublin, Ohio

- Designing web application for a financial services company
- Collaborating with UX Researchers to figure out user pain points
- Wireframing in Figma and Sketch
- Interfacing with product owner and stakeholders to elicit requirements
- Implementing UX design processes and methodologies
- Interfacing with the development team for agile development cycles

UX / UI Designer | Adept Interactions Inc.

February 2020 - January 2021 | New York, NY

- Designed a mobile application for a first-of-a-kind ultra-shareable, messenger-based events platform
- Conducted 25 user interviews to discover pain points, and 30 user testing sessions to validate design decisions
- Collaborated successfully with designers, PMs and development team
- Created a brand profile and illustrated graphics for the marketing website

Usability Researcher | Barnard College

April 2020 - May 2020 | New York, NY

- Educational partnership between Barnard College and Pratt Institute
- Conducted 6 Remote User Testings on Barnard's Digital Collections desktop website in collaboration with 3 design researchers
- Laid out the test plan, defined user tasks and applied a user centered approach to improve the overall usability of the website

UX / Visual Designer | Placemaking Week (Project for Public Spaces)

February 2020 - May 2020 | New York, NY

- Educational partnership between Placemaking Week and Pratt Institute
- Conducted 20 user surveys, 10 user interviews and 8 usability tests
- Designed an on-boarding feature within the website that introduced users to Placemaking and allowed them to customize their own experience
- Sketched low-fi wireframes and designed hi-fi clickable prototypes

Graphic Designer | The Magic Beans Design Studio

July 2017 - June 2018 | Mumbai, India

- Created visual aspects of marketing materials like branding, websites, print, infographics and social media for clients like Villgro, Sweetish House Mafia, Indigo Deli and Shizusaan for 40+ design projects
- Collaborated with cross-functional teammates such as marketing managers, copywriters and developers to create cohesive designs
- Rolled out design deliverables with an average SLA of 3 days

Skills —

Research & Design

User Interviews, Personas, Card Sorting, Tree Testing, User Flows, Heuristic Analysis, Usability Testing, Information Architecture, Interaction Design, Wireframing, Prototyping, Visual Design, Animation, Branding

Tools

Figma, Miro, Sketch, InVision, Balsamiq, Zeplin, Adobe Creative Suite (XD, Illustrator, After Effects, InDesign, Photoshop), Keynote, Lens Studio

hiralparekhdesign.com

parekhhiral10@gmail.com

Education —

MFA Communications Design | Pratt Institute

July 2020 | New York, NY | 3.96 GPA

UX Design + Visual Design + Thesis Research

BFA Applied Art | Rachana Sansad College

March 2017 | Mumbai, India | Department Rank 3

Graphic Design + Advertising

Recognition —

Andrea & Grace Cella Scholarship | Pratt Institute

2019 - 2020 | New York, NY

Honored for being industrious, exhibit enthusiasm, and promote arts in the community

Notebook Cover Designs | Navneet Publications

July 2018 | Mumbai, India

Hired for designing a series of typographic notebook covers for India's famous publishing company Navneet Publication's trending product YOUVA

Mentorship & Teaching —

UX Designer | Art Sphere Inc. (Non-Profit)

October 2020 - September 2021 | Philadelphia, PA

- Leading the non-profit's website redesign project
- Mentoring 8 university co-op students in UX design, visual design, and conducting user research

UX Design Mentor | Command Tech (Non-Profit)

January 2021 - April 2021 | Remote

- Designing a UX project for a high school student keen to explore her interest in the tech industry
- Helping set goals and work toward achieving them by providing UX Design and Research guidance

Visual Design Mentor | Pratt Institute

Learning / Access Center

May 2019 - May 2020 | New York, NY

- Mentored a differently-abled senior student in visual design, UX design and AR using Lens Studio
- Explained the assignments with supplementary visuals and sketches

Visiting Faculty | NMIMS School of Design

September 2017 | Mumbai, India

- Held a workshop to teach 20 freshmen design students the fundamentals of Roman Calligraphy
- Instructed on the usage of tools like nibs, inks, sponge and sand-paper which laid the foundation for versatility in calligraphy