

SHRUTI PARIHAR

Product Designer & Researcher

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I try to **KNOW** everything, **INFER** what is required and **DESIGN** what is needed.

Hey, I am Shruti and you will generally find me asking questions and other time making sure if I am asking right questions to design and deliver best user experiences

EXPERIENCE

Product Designer & Researcher : Namekart

Noida : Oct, 2023- Present

Worked on a comprehensive domain processing and employee workflow management platform from inception, leveraging skills as a UX designer and researcher

- Led end-to-end development, starting from crafting PRDs and research plans to executing the design and testing of Phase 1
- Transformed manual processes from Excel sheets to a streamlined and automated version, solving inefficiencies and enhancing organizational productivity
- Users now benefit from 25% increase in efficiency, marking a significant improvement in their workflow experience.

UX Designer & Researcher : TASSETS

Hyderabad : Jan, 2023 - Sept, 2023

Worked on enhancing user experience of Fintech SaaS platform geared towards solving usability & transparency issue in their Deal Issuer Platform.

- This gave me the opportunity to learn and experiment with **Jobs To Be Done Method** and **Design Probes** along with traditional mixed research methods to understand the problem space and user behavior
- With identified research insights **redesigned 40+ screens with 91+ actionable items**

UX Designer : GYWorkz (8 Months Internship)

Gachibowli, Hyderabad : May, 2022 - Dec 2022

As a UX designer in a dynamic design studio,

- Designed prototypes for broadcast screens and video calling features in the appointment scheduling web app, enhancing user experience.
- Designing the dashboard, order management, and coupon addition functionalities for the POINT OF Sale web app for restaurants.

POSITIONS OF RESPONSIBILITY

Member Dowry Activist

Sia Cultural & welfare Society : 2019 - present

Public Speaking and working on Social Causes for upliftment of Women.

Head of Design

Mayukh, Design & Decor department of Banasthali University : 2017 - 2019

Organised inter-university fest Mayukh as a head of Decor and design team(Recruiting team members ,months long guidance & management to lead team) Presented College in youth festival, Hatrick in winning Best poster design from 2016 2019.

EXTRA- CURRICULAR ACTIVITIES

Apart from these, I have artistic inclination towards

- Paintings | Poetry | Public speaking

Have hosted several large events with several high-profile personalities and also has been featured in multiple media houses for artworks

EDUCATION

Masters in Design Space(8.8 cgpa) - AIR 8
NIFT, DELHI (2021 - 23)

Bachelors in Statistics(7.6 cgpa)
Banasthali Vidyapeeth, Jaipur (2016 - 19)

CBSE: 12th PCM(85%) | 10th(10 cgpa)
Brilliant Public School, Aligarh (2014 - 16)

TOOLS



Figma



Miro



Photoshop



Illustrator



Indesign



Adobe Xd



MS Office



Confluence



Jira

UX RESEARCH SKILLS

User Research
Data Analysis
Competitor Analysis
Heuristic Evaluation
Concept Testing
Card Sorting
A/B Testing

UX DESIGN SKILLS

User-Centered Design (UCD)
Wireframing and Prototyping
Information Architecture
Interaction Design
Usability Testing
Persona & User Flow Design
Accessibility design

CERTIFICATIONS



User Experience(UX) Design
Google **coursera**