VAISHNAVI PAREKH

UX/UI Designer | Visual Communicator

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Summary

Hi! Vaishnavi Parekh, a UI/UX designer passionate about creating amazing user experiences. With an eye for detail and a love for all things design, I specialize in crafting beautiful interfaces that make products stand out from the crowd.
I hold a degree in Visual Communication Design from the Unitedworld Institute of Design, Ahmedabad. I believe in collaborating closely with clients to understand their vision and bring it to life with a design that is both elegant and effective. If you're looking to create a product that is beautiful, intuitive, and engaging, let's work together!

Presence

→ Bēhance Portfolio
→ LinkedIn Profile
→ Personal Website
→ Medium Website
→ Instagram Website

Experience

Associate Experience Designer
Cognizant   📅 2022 - Present   📍 Pune

- Developed and maintained a comprehensive components library, streamlining design processes and ensuring consistency across business applications.
- Created wireframes, mockups, and prototypes for diverse business products, improving usability and user satisfaction.
- Designed and implemented full branding and design systems for multiple applications, enhancing product identity and user engagement.
- Conducted user research to gather insights and inform design decisions

Junior UX/UI Designer
CureAssist   📅 2021   📍 Bangalore

- Redesigned the CureAssist web and mobile platforms with a minimalist and functional user experience, enhancing accessibility and usability.
- Designed key consumer tools and a new webpage using Adobe XD and Illustrator, improving user engagement by ensuring consistency across platforms.
- Developed and maintained a components library, wireframes, mockups, prototypes, and design systems for seamless cross-platform implementation.
- Gamification of the fan-creator interaction to enhance user experience.
- `'User interviews conducted to gather insights for improved product positioning.

Skills

Tools

Figma	InVision
Miro	Mural
Illustrator	Photoshop
InDesign	XD

Visual Communication

Design System	UI Design
Branding	Packaging
Typography	Publication Design
Story Boarding	

UX Methods

User Research	User Testing
Service Design	Information Architecture
Journey Mapping	Design Thinking
Affinity Mapping	Prototyping
Task Flows	Persona Development
User Stories	Wireframes

Education

Visual Communication (B. Des)
Unitedworld Institute Of Design
📅 2018 - 2022   📍 Ahmedabad, India

Extra ++

Certified as a Human Centred design practitioner

Certified as a Figma design UX/UI design essential

Winner at Goldcast Run for the gold contest