

VAISHNAVI PAREKH

UX/UI Designer | Human Centered Design Practitioner | Visual Communicator

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EXPERIENCE

Associate Experience Designer

Cognizant

2022 - Present Pune

A leading global professional services company, providing a range of offerings in business consulting, information technology, and outsourcing

- 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

A healthcare technology company focused on providing innovative solutions to enhance patient engagement

- 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
- Enhanced accessibility compliance by 20% by conducting thorough audits and applying updated UX design practices.

EDUCATION

B.Des in Visual Communication

Unitedworld Institute Of Design

2018 - 2022 Ahmedabad, India

12th

Pune University

2018 Ahmednagar

10th

Pune University

2016 Ahmednagar

LANGUAGES

English

Hindi

Marathi

Gujarathi

SUMMARY

Hi! I am Vaishnavi Parekh, User-focused **UI/UX Designer** with **2+ years of experience** crafting seamless web and mobile experiences in **fintech, banking, e-commerce, and insurance**. Proficient in **Figma, Adobe Suite, wireframing, prototyping, and user research**, I thrive on designing intuitive, visually compelling interfaces that drive engagement. Passionate about **design systems, accessibility, and user-centric problem-solving**, I bring creativity and strategy to every project. Let's build something exceptional!

KEY ACHIEVEMENTS



Google Healthcare and Sciences Award

Services Partner of the Year



Gold cast Contest Winner

Winner at Gold cast Run for the gold contest

SKILLS

Tools

Figma

Adobe Suite

Miro

Slack

UI/UX

User Research & Testing

User Flow

UI Design

Wireframing & Prototyping

Prototyping

Style Guide

UX Design

Information Architecture

Design System

Interaction Design

Usability Heuristics

Accessibility

Design Thinking

Microinteractions

TRAINING / COURSES

Human Centred Design Practitioner

Human Centered Design