

Khushali Parekh ✨ ✨ ✨ ✨

UX/PRODUCT DESIGNER

Passionate and results-driven Product Designer, known for my exceptional ability to grasp complex concepts quickly, visual design skills and my efficient and strategic ways of collaborating in a cross-functional team. I have brainstormed and prototyped designs that saw 20% improvement in community user experience in rural as well as urban markets impacting over 80+ profiles. Going forward, I am seeking a dynamic role where I can leverage my skills and passion to create groundbreaking experiences.

INDUSTRY WORK EXPERIENCE

Jr. Product Designer / Remote, USA **Securis360** / Mar 2024 - Present

- Led the redesign of a responsive cybersecurity website with over 10+ global clients and 50+ audit engagements
- Designed and implemented scalable UI patterns for a stealth product, increasing brand recognition by 25%
- Achieved over 35% increase in website traffic and ensuring a consistent user experience across multiple platforms

UX Designer / Mumbai, India **Saathealth Pvt. Ltd** / May 2021 - Aug 2022

- Owned the end-to-end design of a healthtech mobile app, from initial concept to final handoff, improving app usability by 32% based on user testing results
- Refined the visual brand identity for a suite of digital SaaS products, resulting in a 43% increase in brand recognition and social media engagement
- Facilitated stakeholder engagement by organizing bi-weekly meetings with seniors and delivering updates that resulted in a 30%

HCI Course Assistant / Philadelphia, USA **Drexel University** / Apr 2023 - Mar 2024

- Implemented a comprehensive feedback system for students and held regular office hours, leading to a 30% decrease in student confusion and improving course delivery for UX design-related subjects

User Experience Designer / Remote, UAE **Dreamz Rent-A-Car** / Jan 2023 - Feb 2024

- Conceptualized and designed an intuitive mobile application for a car rental platform, improving usability and engagement and benefitting 800+ international travelers and local clients
- Organized and facilitated user research, conducting mixed-method research with 20+ stakeholders to identify design opportunities

EXTRA-CURRICULAR

DubsTech Protothon | May 2024

A 24-hour UX Hackathon aimed at solving a real user problem; conceptualised a product idea to help 'Seattle Fire Department Go Digital'

Netflix UX Research Contest | Bitesize UX | Apr 2024

Earned special mention for investigating user decision-making in shared TV or living spaces

Sketch Tomorrow | Harvard Design Labs | Mar 2022

Contributed to a 6-month research project, focusing on sketching conceptual prototypes and coordinating project phases

New York, NY (willing to relocate)

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<https://www.linkedin.com/in/khushali-parekh/>

DESIGN SKILLS

Heuristic Evaluation
Information Architecture
Conceptualisation & Ideation
Storyboarding
Personas & Journey Maps
Responsive Design
UX Research
UI & Visual Design
Wireframing
Rapid Prototyping
Usability Testing
UX Task Flows
Accessibility Design (WCAG)
Basic HTML/CSS
Design Systems
Agile (SCRUM)
Accessibility Design (WCAG)
Web and Mobile Design

TOOLS

Figma
Adobe Creative Suite
Miro
Sketch
WordPress
InVision

EDUCATION

MS Human Computer Interaction
Drexel University / 2024

BDes (Humanising Technology)
NMIMS School of Design / 2022

CERTIFICATIONS

Practical Accessibility for Designers
Linkedin Learning

Scrum: The Basics
Project Management Institute (PMI)

AWARDS AND RECOGNITION

Maltepe University International School Congress, Turkey | Presented a Research Paper 'Binge Eating'

Stanford Longevity Design Challenge - Stanford University | One of the Top 8 finalists