

SENIOR PRODUCT DESIGNER

Khushbu Parekh Mistry

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WORK EXPERIENCE

Senior Product Designer

Vanguard | January 2022 - Present

- Leading design thinking from research to implementation, covering: user stories, product hypothesis, user research, ideation, wire-framing, and prototyping
- Working closely with engineers to ensure high-quality feature launches
- Breaking down complex workflows into manageable deliverables
- Fostering collaboration across teams to identify new opportunities and ways to evolve our product experience to better satisfy user needs
- Working with the product owner to identify key metrics for the projects, and taking ownership of achieving and evaluating results
- Maturing our design system, ensuring consistency across our multiple platforms

Senior Product Designer

Tata Consultancy Services | November 2020 - January 2022

- Led various UX initiatives including running design sprints, discovery, sketching, wire-framing, low and high fidelity prototyping, and service/customer mapping
- Conducted workshops for brainstorming sessions to gather the requirements and ideation strategies for BT, Boots, FOS and TCS’s internal apps
- Created all artefacts required throughout the UX design process including Information Architecture, Screen Flows, User journeys, persona design, competitor analysis, Heuristic evaluations for the clients

UX/UI Designer - Mobile App

Realife Tech | March 2020 - November 2020

- Worked on UK’s leading venue apps like The O2, Tottenham Court, Lord’s etc
- Designed intuitive, engaging, and innovative user interfaces (UI) of venue apps that enhance the user experience (UX) across a platform with millions of users
- Collaborated closely with cross-functional teams, including other designers, product managers, and engineers
- Translated complex concepts into clear wireframes, prototypes, and user flow diagrams using Figma as a primary design tool

UX/UI Designer

Nelson Croom | June 2018 - March 2020

- Responsible for designing e-learning website - accountingcpd.net
- Designed and optimised the end-to-end user acquisition journeys, from initial landing pages through to successful course buying journey
- Created seamless search and discovery features and experiences that help users quickly find relevant courses
- Implemented and optimised clear calls-to-action and conversion points throughout the user journey
- Contributed towards A/B tests to continuously improve conversion rates and user engagement
- Analysed user behaviour data to identify and resolve friction points

UX/UI Designer & Developer

Thortful | November 2017 - June 2018

- Responsible for designing and developing new user-facing features
- Managed all prototypes and developed HTML for various browsers, maintain CSS framework and resolved all issues on same
- Prepared front end templates and provide web enhancement for all new products within specifications and design

Web Designer & Developer

Durham college | April-May 2017

- Responsible for making various updates (HTML/CSS) to the website and micro-sites
- Assisted with the design and development of new features and micro-sites
- Developed backend CMS (WordPress) features using PHP

Web Designer

Durham college | September 2016 - April 2017

- Contributed to designs for the student services
- Responsible for creating wireframes, user journey, user interface for a student’s website as assigned
- Provided support to other team members as directed

EDUCATION

Contemporary Web Design - Durham college

Postgraduate - With Honors
2015 - 2017

Bachelor of Computer Science - Gujarat University

Bachelor of engineering - With Honors
2010 - 2014

SKILLS & TOOLS

Design thinking, Heuristic analysis, Market/Competitive research, User research, User flow, Information architecture, Prototyping, Usability testing, Wire-framing, HTML/CSS

Figma, Adobe XD, Zeplin, Sketch, Invision, Creative cloud, UXPin, Jira, Adobe, Mural, Miro, Visual Studio