PARSHWA PANCHWATKAR

SKILLS

Personal Traits
- Adapting evolving Design Trends
- Creative Problem-Solving
- Critical and Analytical Thinking
- Positive Attitude
- Communication Skills
- Interpersonal Skills
- Work Ethics
- Reliability
- Professionalism
- Leadership
- Continuous Learning

User Research
- Conducting User Interviews
- Surveys and Questionnaires
- User Personas
- User Scenarios and Storyboarding

Information Architecture and Design
- Site Maps
- User Flows
- Wireframing
- Prototyping

Interaction Design
- Interactive Interfaces
- User Interaction
- User Journeys
- Prototyping Animations

Usability Testing
- Planning Usability Tests
- Conducting Tests
- Heuristic Analysis
- Iterative Design

Visual Design
- Interface Design
- Design system
- Iconography
- Color Schemes and Typography
- Branding Elements

Graphic Design
- Branding and Corporate Identity
- Packaging
- Print Design
- Promotion Design
- Spatial Design
- Poster Design
- Signage Design

UX Designer

📞 +44 7760612159   @ ParshwaPanchwatkar@gmail.com   📍 Preston

🔗 LinkedIn Profile   🔗 Portfolio Website

PROFESSIONAL SUMMARY

Passionate and highly motivated **UX design master's student** with a strong foundation in **visual and UX design**. Skilled in **user research, wireframing, prototyping**, and **visual design principles**. Proven ability to **collaborate with cross-functional teams** to deliver **user-centred solutions**. Adept at using industry-standard tools like **Figma and Adobe Suite** to enhance **user experiences**. Eager to leverage my skills in a **dynamic UX design environment** to create impactful user experiences and drive business success. Ready to contribute to innovative projects and continuously learn and grow in the field.

EDUCATION AND QUALIFICATION

Master's Degree in UX Design
University of Central Lancashire   2023-2024
- Focus on User-Centred design, User Research, Wireframing, Prototyping, Evaluation techniques, IT Projects & Programmes and Research Methods.

Bachelor's Degree in Visual Communication Design
Unitedworld Institute of Design (Bronze medalist)   2018-2022
- Studied Design principles, Elements of Design, Branding, packaging, UI/UX Design, Print Design, Promotional Design and Spatial Design

A level
Garware College of Commerce   2016-2018
- Studied Design principles, Elements of Design, Branding, packaging, UI/UX Design, Print Design, Promotional Design and Spatial Design

WORK EXPERIENCE

UX Designer Industry Experience   Feb 2024 – May 2024
University of Central Lancashire
- Worked as part of a team of 7 students on an industry experience module, redesigning an existing jobs portal for both mobile and web versions.
- Redesigned the existing portal, **enhancing its usability and visual appeal** based on user feedback and industry standards.
- Conducted a thorough **heuristics evaluation** of the current portal, **identifying key usability issues and areas for improvement.**
- Created detailed **storyboards for potential users, mapping out their interactions** and experiences with the portal.
- Performed **eye-tracking test** on the existing portal to gather data on **user behavior and focal points.**
- Designed **low-fidelity wireframes** to conceptualize the new design and layout, focusing on user needs and **navigation flow**.
- Produced **high-fidelity designs and interactive prototypes** to visualize the final product and facilitate user testing and feedback.

UI/UX Designer Intern   Jan 2023 – May 2023
Stienn Labs
- **Designed and prototyped** 3 mobile applications, **improving engagement by 30%.**
- **Collaborated with a team** of **7 developers** and **3 senior designers** to deliver projects within deadlines.
- **Conducted user testing sessions** with over **50 participants**, collecting valuable feedback that led to a **25% improvement in user satisfaction.**

Technical Proficiency

- Figma
- Adobe Suite
  (Photoshop, Illustrator, InDesign,
  Premiere Pro, After Effects, XD)
- Microsoft Office
  (Word, Excel, PowerPoint, Teams,
  Loop)
- Jira
- Miro
- Heurio (Heuristics Evaluation tool)
- Notion
- Canva
- Trello

Collaboration and Communication

- Teamwork and Collaboration
- Cross-Functional Teams
- Design Rationales
- Presentations

Organisational Skills

- Task Management
- Agile Methodology
- Time Management
- Multitasking Skills
- Attention to Detail
- Marketing Strategy

LANGUAGES

- English
- Hindi
- Marathi
- Gujrati

INTERESTS

- Website and App Design
- People Interaction
- Photography
- Videography
- Cricket
- Badminton
- Music
- Movies
- Books
- Bike Rides
- Cooking
- Travelling
- Indian Street Food

UI/UX and Graphic Designer Internship   Jul 2022 – Sep 2022
Design Directions

- **Led a team of 4 designer** and implementation of a web application, completing the project 2 weeks ahead of schedule.
- **Revamped the company's website**, resulting in a **40% increase in user engagement** and a **15% boost in conversion rates**.
- Worked with the product design team on 5 major projects, ensuring cohesive design language across all products.

Social Media Handler Internship   Jan 2021 – Apr 2021
WeAgile Software Solutions

- **Managed 3+ social media campaigns** across platforms, increasing followers by 25% and engagement by 35%.
- Developed and implemented **social media strategies** that led to a **20% increase in website traffic**.
- Created comprehensive project documentation for 5 major projects, ensuring clear communication and efficient project execution.

Freelance UI/UX Designer, Graphic Design, Photography   Apr 2020- Present
UI/UX Design

- Worked on **5+ projects** designing user interfaces and experiences for web and mobile applications.
- **Conducted user research and usability testing** to inform design decisions, ensuring user-centered designs.
- Produced **low-fidelity wireframes and high-fidelity prototypes**, collaborating closely with clients to meet their needs and expectations.
- Delivered projects within deadlines, maintaining high standards of design quality and client satisfaction.

Photography and Videography:

- Conducted over **20 professional photo shoots** for various clients, including portrait, product, and event photography.
- Created **engaging social media content**, including reels and videos, which **increased client engagement by 30%**.
- Provided videography services for events and corporate videos, ensuring high-quality output and timely delivery.

Graphic Design:

- Developed branding materials for **10+ clients, including logos, business cards, and brand guidelines**, helping clients establish a strong visual identity.
- Designed posters and promotional materials for events and businesses, enhancing their visibility and marketing efforts.
- Created cohesive design elements that aligned with clients' brand aesthetics and messaging.

CERTIFICATIONS

- LinkedIn Skill Badge: Adobe XD (2023)
- UI/UX Design Training (Internshala, 2022)
- Ultimate Figma Course for UI/UX (Udemy, 2022)
- Digital Skill: User Experience (Accenture, 2022)

VOLUNTEERING EXPERIENCE

Photography

- **Head of Documentation**, MODUS 2022 (Unitedworld Institute of Design)
- **Head of Photography**, VIAJE 2019 (Unitedworld Institute of Design)
- **Lead Photographer**, MODUS 2019 (Unitedworld Institute of Design)

Sports Clubs

- Cricket and Badminton Team Member (University of Central Lancashire, 2023-2024)
- **Captain and lead player** for the University Badminton Team (Unitedworld Institute of Design, 2019-2022)
- **Team Captain** Wicket Keeper- Batsmen University Cricket Team, (Unitedworld Institute of Design, 2018-2022)