

Vyomika Parikh is a **Product Designer** based in **San Francisco**, crafting human-centric digital experiences for B2B, healthcare and AI technologies.

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EXPERIENCE

The Big Boulder Studio — San Francisco, CA

Founding Product designer — Oct 2024 - Present

- Improving **HabitCoach.ai's** user experience by developing conversational design solutions, reducing user onboarding **friction by 40%**, and enhancing engagement with intuitive, personalized **AI-powered coaching** interfaces for mobile and web platforms
- Learning **Cursor daily** to integrate and develop designs into the website, collaborating closely with the co-founder to bridge design and development

YUJ Designs — Pune, India

Senior UX Designer — Apr 2022 - Jul 2023

Led the design systems with ZS Associates, Tata Motors, PwC, SLB, Reflexis, and Datamatics, collaborating with cross-functional teams globally

- Developed the Zaidyn - B2B analytics platform, creating **a unified design system** in pharma, finance, consumer goods, and tech sectors
- Boosted sales performance by **5%** through designing intuitive **data visualizations** and integrating incentive features
- Streamlined product development by updating **user personas** and aligning cross-functional teams for improved efficiency
- Mentored **5 designers** through onboarding, increased team productivity **by 12%**

UX Designer — Nov 2019 - Mar 2022

- Augmented TATA Motors B2B part **search accessibility by 35% with 9 optimized user flows** and multilingual voice integration, leveraging a scalable design system for seamless user experience
- Expanded market presence to **1000+ machinery manufacturers** by developing a **visual design system for TATA Hitachi**

Reeb Inc — Mumbai, India

Co-Founder, Creative Head — May 2019 - Nov 2019

- Co-founded a **creative agency and drove** growth by leading creative strategy, visual development, and client acquisition for B2B and D2C clients
- Owned the creation of the board game **Halla Gulla on Amazon**, sold 150 units in 5 weeks through compelling visuals and packaging

The Butterfly Effect Studio — Mumbai, India

Visual Designer — Aug 2016 - May 2019

- Created UI specs, improving consistency **across 30+ websites**
- Unified branding** via cross-functional asset and campaign creation
- Boosted **project efficiency by 15%** through mentoring and optimization

EDUCATION

California College of The Arts San Francisco, CA

Master of Design, Interaction Design

Aug 2023 - Aug 2024

Srishti Institute of Art Design & Tech Bengaluru, India

Bachelor of Design, Visual Design

Aug 2012 - Jun 2016

SKILLS

Product Design & Research

- Interaction Design
- Design Strategy
- Design Systems
- Product Design
- Rapid Prototyping
- Systems Thinking
- UX Research
- Agile Methodology
- Journey Mapping
- Personas
- User Flows
- User Interview
- User Testing
- Visual Annotation
- Visual Storytelling
- Wire-framing

Product Design Toolkit

- Figma
- Adobe Suite
- Google Suite
- FigJam
- HTML
- MS Office
- Miro
- Notability
- Notion
- Procreate
- Sketch
- Spline
- Slack
- Webflow

AWARDS

Datamatics | TruCap+

Sep 2020

Visual designer for award-winning AI-powered data capture solution, creating components and user flows.

Health4All At Home

Apr 2018

Led visual design for an award-winning healthcare startup, creating app screens, a responsive website, and a custom icon set.