

**Vyomika Parikh** is a Product Designer based in San Francisco, who crafts human-centric digital experiences with flair and care.

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## EXPERIENCE

### Presidio Trust — San Francisco, CA

**Product Designer** — Jan 2024 - Jul 2024

- Enhanced visitor experience **at Presidio Field Station** by leveraging insights from **co-design workshops with 25+ participants**, leading to practical improvements
- Increased visitor engagement through the redesign of the **adventure board**, incorporating interactive elements such as a trail map, activity menu with hand-drawn illustrations, and a typewriter font style

### YUJ Designs — Pune, India

**Senior Product Designer** — Apr 2022 - Jul 2023

Led visual design for ZS Associates' Z Aidyn, creating design systems, prototypes, and collaborating with cross-functional teams globally.

- Developed the Z Aidyn - B2B analytics platform, creating **a unified design system for 130+ companies** 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, boosting **onboarding by 30%** and team productivity

**Product Designer** — Nov 2019 - Mar 2022

- Augmented TATA Motors B2B part **search accessibility by 35% with 9 optimized user flows** and multilingual voice integration
- Expanded market presence to **1000+ machinery manufacturers** through a visual design system for **TATA Hitachi**
- Recognized for outstanding creativity in **Unilever's newsletter** design

### Reeb Inc — Mumbai, India

**Co-Founder, Design Director** — May 2019 - Nov 2019

- Drove agency growth **by co-founding** and leading creative strategy, visual development, and client acquisition
- Generated **\$1000 in 5 weeks** by launching the concentration-enhancing board game Halla Gulla on Amazon

### The Butterfly Effect Studio — Mumbai, India

**Founding Product Designer** — Aug 2016 - May 2019

- Developed UI specs, improving consistency **across 30+ websites**
- Unified branding** via cross-functional asset and campaign creation
- Boosted **project efficiency 25%** 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

- A/B Testing
- Branding
- Data Analysis
- Design Handoffs
- Design Systems
- Iconography
- Illustration
- Info Architecture
- Journey Mapping
- Personas
- User Flows
- User Interview
- User Testing
- Visual Annotation
- Visual Guidelines
- Wire-framing

### Product Design Toolkit

- Adobe Suite
- Azure DevOps
- Figma
- Google Suite
- 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.