

VYOMIKA PARIKH

M 628 / 276-9899
E vyomika@gmail.com
P vyomikaparikh.com
in /vyomikaparikh
📍 SF Bay Area, CA

EDUCATION

California College of the Arts (CCA)

M.Des, Interaction Design
San Francisco, CA · 2023-2024

Srishti School of Art, Design & Technology

B.Des, Visual Communication
Bengaluru, India · 2012-2016

RECOGNITION

🏠 Creative War Room — AGI House

May 2025
2nd place, \$3,000. Internet of Agents hackathon. 6 AI agents that debate, veto, and refine creative work in real time. Built in 4 hours.

🏠 Anchor — AGI House

April 2025
Won Best Even Realities G2 Integration. Ambient AI agent for smart glasses on a 576x288px monospaced display. One question per behavioral drift.

💬 ADPList Mentorship

April 2023 - Present
5,000+ minutes mentoring designers on product thinking, AI workflows, and design systems.

🖌️ Slow Pastels

May 2026 - Present
Daily oil pastel practice on Instagram (@slowpastels). Color, composition, and visual craft.

SKILLS

DESIGN

Product Design, Visual & UI Design, Interaction Design, Conversational & Voice UI, Data Visualization, Design Systems, User Research, Usability Testing, Prototyping, Information Architecture

TOOLS

Figma, Framer, Webflow, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Sketch, InVision, Cursor AI, Claude Code, Figma Make, Lovable, Notion, Vercel

Product Designer · Design Engineer · AI Products · Design Systems · Visual Design · 5+ years

EXPERIENCE

Product Designer — Habit Coach AI, Inc.

Oct 2024 - Jan 2026

Consumer AI · Voice + Chat + Dashboard · 0 to 1 · San Francisco, CA

- Sole designer from day zero, owning the full product surface across conversational chat, adaptive voice interfaces, and a real-time cognitive dashboard — taking the product from concept to public beta with a 24% lift in onboarding conversion.
- Invented six distinct AI coach personalities, each built to surface the real need behind a user's message — designing context, memory, and personalization systems that adapted the coaching tone to each user's behavioral patterns over time.
- Built and owned the Figma design system from scratch with semantic design tokens, reusable components, and developer-ready handoff documentation, reducing engineering handoff time by 30%.
- Prototyped production-ready features directly in Cursor AI and Claude Code — establishing an AI-native workflow the broader team adopted and accelerating delivery without additional headcount.

Senior Visual Designer — ZS Associates, ZAIDYN Platform

Feb 2021 - Jul 2023

Enterprise AI · Global Biopharma · 130+ Fortune 500 Clients · Pune, India

- Led visual and UI design for a global AI-powered biopharma platform across 130+ Fortune 500 clients — crafting typography, color, iconography, and component design for 80+ user personas across web, tablet, and mobile.
- Invented the platform's tree dropdown component from scratch after identifying a critical visual pattern gap — adopted across the entire ZAIDYN product by teams in India, Europe, and the US.
- Built and scaled a Figma visual design system with semantic tokens, component libraries, and iconography standards used by a cross-functional global team across 20+ product surfaces.
- Introduced Visual Notes, a cross-team framework using annotated design artefacts that significantly reduced design-engineering misalignment during handoff — adopted as standard practice across the org.
- Mentored junior designers on visual craft, systems thinking, and AI workflow adoption while partnering with product and research on discovery.

Visual Designer — YUJ Designs

Nov 2019 - Jan 2021

UX Consultancy · TATA Motors · TATA Hitachi · Pune, India

- Designed visual identity systems and UI for TATA Motors' multilingual spare parts search with voice and AI-assisted image search — improving accessibility by 35% for 52,000 mechanics across global markets.
- Built a comprehensive visual design system and brand identity for TATA Hitachi defining typography, color, iconography, and component standards across their global machinery product line.
- Conducted field research and usability testing with mechanics in low-connectivity environments, translating insights into simplified visual hierarchies and iconography.

Co-Founder & Lead Designer — Reeb Inc.

May 2019 - Nov 2019

Design Studio · Consumer Products · Brand Strategy · Mumbai, India

- Co-founded a design studio; directed visual identity, branding, packaging, and UI for clients across fashion, textile, and e-commerce. Launched board game Halla Gulla on Amazon, selling 250+ units in 5 weeks.
- Designed the blockchain app UI and complete visual identity for Mynk, a project backed by Bollywood director Anurag Kashyap.

UI Designer — The Butterfly Effect Studio

Aug 2016 - May 2019

Digital Agency · Web & Brand Design · 20+ Clients · Mumbai, India

- Designed and shipped UI, branding, and front-end specifications for 20+ client websites across hospitality, fashion, and education — creating pitch decks, social graphics, event collateral, and email campaigns.
- Built marketing visual systems for Signature Shirts and Suryam Ethnic Wear, maintaining brand consistency across all digital and print channels.