Nirali Parikh

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LinkedIn • Portfolio
Atlanta, GA (Open to Relocation)

- Tech-savvy and solutions-driven professional who is well-prepared for creating and designing overall portfolio of solutions and user interfaces for applications, websites, and interaction models, leveraging expertise in UI/UX, graphic design, and web development.
- Ability to measure and optimize applications to improve usability and enhance user experience by exploring and executing various approaches to solve challenges faced by end users.
- Capable of validating and delivering customer journey maps, visualization frameworks, and information architectures to materialize data and information to clients.
- Talent for collaborating with top-notch designers, researchers, developers, and product owners to articulate optimal experience for customers through thoughtful design.

Technical Proficiencies

Programming Languages & IDE:	Java, Python, C Programming, RStudio, HTML, CSS, JavaScript, Eclipse, MS Visual Studio & Visual Studio Code, GitHub, SQL
Creative Design:	Adobe Comp, Canva, Figma, Sketch, iMovie, Mobile App Dev., Graphic Design, Adobe XD, Prezi, Uizard
Data Visualization:	Tableau, ZenHub, UI/UX
Design Thinking:	User Experience, User Interface, Wireframing, Usability Testing, User Accessibility, User Personas, Prototyping, User Journey Maps, Mockups, User Interviews, Iteration, User Experience Design (UED)
Google Tools:	Google Sites, Jamboard, Docs, Slides, Sheets, Forms, Meet
Security:	Cybersecurity, Systems & Network Security, Privacy, Security
Project Management:	Confluence, JIRA, MS Office 365, Microsoft Project, Client Interaction/Communication, SmartSheet

Career Experience

PowerPlan, Inc., Atlanta, GA   **2022 to Present**
Technical Analyst

Upgrade applications as per client-tailored requirements by reviewing legacy code and coding enhancements to incorporate new functionality while maintaining the stability of the client's environment. Leverage complex environment adaptability skills to collaborate well with team members and be a motivating factor in succeeding in a project.

- Scripted database code to test and deploy application-related and customer-defined requirements for both cloud and on-premise clients.
- Converted client data, rectified validation errors, and generated scripts while ensuring accurate data loading into the database. Addressed issues and fixed master scripts.
- Triaged and resolved defects by utilizing analytical skills to identify root causes and implement effective solutions to maintain the functionality of the PowerPlan application.
- Communicated with clients, scheduled meetings to discuss project progress and resolve issues promptly to ensure client satisfaction and project alignment.
- Partnered with tech leads to address challenges across the tax, accounting, and development teams throughout projects of varying lengths and complexities, spanning different phases of the project lifecycle such as design, build, and testing. Additionally, effectively communicated with the service and cloud operations teams to request builds and facilitate their deployment.
- Updated and maintained content on Confluence, JIRA, and Yammer to ensure clear communication and up-to-date project information.

Graphic Designer, Atlanta, GA   **2020 to Present**
Freelance Graphic Designer

Detail-oriented and creative freelance graphic designer delivering impactful visual solutions across various digital and print mediums. Proficient in Canva with strong understanding of design principles and typography. Committed to translating client

visions into compelling designs and flexible in accommodating to various client preferences while providing revisions to ensure satisfaction with the final deliverables.

- Designed engaging COVID and Flu vaccine flyers for Walmart pharmacists.
- Successfully collaborated with a client to design professional business cards for their car repair business, enhancing brand identity and customer engagement.
- Crafted a visually appealing wedding program through iterative design cycles and multiple mockups, resulting in high client satisfaction and contributing to a memorable and personalized wedding experience for the couple, their family, and guests.

Nirali Photography, Atlanta, GA   2018 to Present
Freelance Photographer

Shoot and capture photos to obtain appropriate images and final products of private events including baby showers, birthdays, and engagements. Deliver exceptional client services while setting and meeting timelines and expectations. Build and introduce a clientele and promote workflow to attract new clients. Utilize several photographic equipment to capture events, people, objects, and scenes for records, art, and commercial use.

- Completed a project involving editing for a graduation photoshoot, enhancing and refining images to meet client preferences and satisfaction.
- Successfully completed another project involving editing on Adobe Lightroom for a couple's engagement photoshoot, ensuring high-quality and visually appealing final results.
- Coordinated with clients to alter timings as per other circumstances, such as weather conditions, demonstrating flexibility and adaptability in meeting client needs.
- Continuously engaging in learning and understanding various aspects of color, contrast, and other creative design elements to refine photographic skills and craft compelling images that transcend mere visuals, but also narrate a captivating story.

Georgia State University Digital Learners to Leaders, Atlanta, GA   2020
Graphic Designer

Designed and established Panther Course to direct GSU students and faculty to utilize iCollege and optimize communication processes. Coordinated with a top-notch team of people to create a video course. Facilitated students and faculty to increase productivity through calendar and notifications on iCollege.

- Created and developed graphic designs and completed video editing for the team's video.
- Enhanced design thinking and graphic design skills and learned how to use new software like Canva.
- Streamlined and improved current processes including announcements and syllabus for faculty members.

Education

Bachelor of Science in Computer Science | Minor in Computer Information Systems | GPA: 3.58/4.0
Georgia State University, Atlanta, GA, 2021

Post Graduate Certificate in UX Design and HCI
IIT Guwahati, 2024

Key Projects

Hermes | Java

- Created first UI draft of Hermes mobile application using Adobe Comp app on iPad through an Agile/Scrum methodology used for software and project.
- Utilized GitHub as repository version control and for all team members to have updated code in a timely manner.
- Administered project sprints by using ZenHub, a scrum management tool.
- Executed Discord and WebEx to communicate and coordinate with a team of four people and the professor.

Nirali Parikh Website | HTML & CSS

- Spearheaded personal website by using HTML and CSS for Web Programming course.

- Implemented color schemes, alignments, tabs, tables, and hyperlinks.
- Learned and attained knowledge on how to use page source and analyze element features on a web browser.

Hangman Online Game | HTML, CSS, PHP, JavaScript

- Collaborated with a classmate to improve an existing source code of popular online games using HTML, CSS, PHP, phpMyAdmin, JavaScript, and XAMPP

Travel App | Figma

- Developed a travel mobile application prototype and wireframe by using Figma for the UX Design course.
- Improved user accessibility and user trip planning experience by creating the above app.

Recipe App | Sketch

- Designed a recipe mobile application prototype by using Sketch for UX Design course.
- Showcased and expressed popular, new, and featured recipes with a variety of information.

Licenses & Certifications

Certifications In Process:

Completed certifications (more completed certifications are on my LinkedIn profile):
Fundamentals of UI/UX Design – Microsoft – 2024
Learn HTML – Codeacademy – 2024
Sketch for UX Design – LinkedIn Learning – 2022
Enterprise Design Thinking Practitioner – IBM – 2021
Artificial Intelligence Foundations: Machine Learning – LinkedIn Learning – 2021
UI Design Patterns for Successful Software – Interaction Design Foundation – 2021
Foundations of User Experience (UX) Design – Google – 2021
Planning a Career in User Experience – LinkedIn Learning – 2021
Getting Started in User Experience – LinkedIn Learning – 2021
Figma for UX Design – LinkedIn Learning – 2021
User Experience: The Beginner's Guide – Interaction Design Foundation – 2021
Design Thinking: The Beginner's Guide – Interaction Design Foundation – 2021
Become a UX Designer from Scratch – Interaction Design Foundation – 2020
Digital Learners to Leaders Summer 2020 – Virtual Edition Completion Certificate – 2020