

NIRALI PARIKH



CONTACT

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Portfolio



EDUCATION

Post Graduate Certificate in UX Design & HCI

IIT Guwahati

B.S. Computer Science, Computer Information Systems

Georgia State University



UI/UX TOOLS

- Figma
- Sketch
- Uizard
- Prezi
- Adobe XD
- Adobe Comp



PROJECTS

Basil & Thyme

Engineered an intuitive food recipe app with detailed digital recipe cards, optimizing user engagement through clear information architecture.

Plan & Book a Multi-City Trip

Architected a travel planning and booking tool featuring efficient low-cost transportation options, streamlining complex itinerary creation.

Amazon Case Study

Delivered a data-driven UX analysis of 5 enhancing and 5 deteriorating UX features of Amazon, providing actionable recommendations to enhance user satisfaction.

Hermes

Developed a cross-platform messaging application, achieving seamless integration across diverse communication services.



EXPERIENCE

Technical Analyst

2022 - 2025

PowerPlan Inc.

- Collaborated with cross-functional teams to enhance UIs and UXs, implementing client-specific requirements and feedback to improve usability and functionality.
- Led enhancements to legacy systems, conducting user research and applying design principles to optimize application interfaces, ensuring a seamless user experience.
- Developed and deployed database scripts to ensure consistency in user interactions, maintaining performance and reliability for both cloud and on-premise users.
- Diagnosed and fixed UI/UX issues, identifying pain points and implementing solutions that improved application speed and user satisfaction.
- Worked closely with product teams to improve application designs and workflows, ensuring alignment with user needs and expectations.
- Documented design specifications and processes in Confluence, JIRA, and Yammer, enabling clear communication and effective collaboration among stakeholders.

Graphic Designer

2020 - Present

Freelance

- Designed and developed user-centric digital and print solutions, emphasizing clean design, intuitive interfaces, and visual hierarchy to maximize user engagement.
- Created digital materials (e.g., flyers, business cards, and wedding programs) through iterative design processes, conducting multiple rounds of feedback and revisions to ensure the final product met user and client expectations.
- Translated client needs into visual designs, employing typography, color theory, and composition to craft compelling user experiences.
- Collaborated with clients to understand their needs and preferences, ensuring designs effectively communicated their brand identity and message.

Nirali Photography

2018 - Present

Freelance

- Utilized design principles in photography to create compelling visual narratives, focusing on composition, contrast, and color to enhance user engagement and storytelling.
- Delivered high-quality, tailored images for clients, balancing aesthetic appeal with user-centered needs and ensuring a personalized experience.
- Collaborated with clients to capture their vision, adapting to their preferences and feedback, and refining photos to meet specific expectations.

Graphic Designer

2020

Georgia State University

- Designed user interfaces for Panther Course, improving navigation and usability for GSU students and faculty, and streamlining communication and workflows.
- Collaborated with a team to develop a video course aimed at enhancing user productivity by improving the design of calendars, notifications, and announcements within the platform.
- Applied design thinking principles to optimize learning resources and increase user satisfaction, ensuring course materials were accessible and easy to use.