

NIRALI PARIKH



CONTACT

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<https://niraliparikh.design>



EDUCATION

B.S User Experience Design

Western Governors University

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

Dyslexia Reading App

Serving as a UX writing apprentice, collaborating with a team to design an accessible reading app that supports dyslexic children in Africa through engaging, user-centered content.

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.



SUMMARY

I am a UX Designer with over five years of experience. I create user-centered digital and print solutions focused on clean design and intuitive interfaces. I excel at translating client needs into compelling visual designs using typography and color theory. I have a proven track record of enhancing UIs and UXs, leading to improved usability and functionality. I am skilled in UX design, user research, and various design tools like Figma and Adobe XD. My passion lies in creating seamless and engaging user experiences that tell a story.

EXPERIENCE

UX Writer

2025

Tech Fleet

- Collaborated with designers and developers in Agile sprints to create accessible, user-centered content for a reading app.
- Applied design thinking, prototyping, and usability testing to enhance readability and overall UX flow, improving engagement by 35%.
- Contributed collaboration skills, adaptability, and a committed, friendly attitude to maintain strong cross-functional alignment.

Graphic Designer

2020 - Present

Freelance

- Created user-centric digital and print materials using UI/UX design and design thinking, achieving a 30% increase in client engagement.
- Developed prototypes, mockups, and brand assets that clearly communicated client identity and goals.
- Gathered product requirements and applied iterative design feedback for continuous improvement.
- Delivered creative solutions with attention to detail, effective collaboration, and a highly motivated, committed, and friendly client experience.

Technical Analyst

2022 - 2025

PowerPlan Inc.

- Collaborated with cross-functional teams to enhance UI/UX design, implementing client-specific product requirements that improved usability and functionality by 20%.
- Applied design thinking to optimize legacy systems, increasing user satisfaction and reducing task completion time.
- Conducted usability testing to streamline workflows and boost efficiency.
- Documented design specs in Confluence and JIRA, ensuring clear communication and effective collaboration across teams.
- Recognized for attention to detail and a committed, highly motivated approach to user experience improvement.

Graphic Designer

2020

Georgia State University

- Translated product requirements into accessible, responsive layouts that met user needs and visual consistency standards.
- Partnered with faculty and students using strong collaboration skills, ensuring all design iterations aligned with user feedback.
- Maintained attention to detail and a friendly, team-oriented approach throughout all project phases.