

Parth Anand

Product Designer

+91 7209684084

parthanand1705@gmail.com

experience

InfoEdge | Creative Designer (Product & UI/UX)

Nov 2023 – Present

- Led the end-to-end redesign of jobHai platform screens, using cutting edge AI-powered analysis alongside usability best practices to enhance user experience.
- Utilized advanced AI tools and Figma plugins (Attention Insight, Content Reel), as well as ChatGPT and Midjourney, for concept ideation and rapid prototyping.
- Streamlined design workflow by integrating AI-assisted research, speeding up iteration cycles and improving design quality.
- Collaborated across engineering and product teams to deliver effective design solutions.
- Delivered visually compelling assets and motion graphics for marketing campaigns.

CoinDCX | Sr. Executive - Product Design Focus

Jun 2022 – Oct 2023

- Designed user journeys and wireframes for OKTO DeFi app, exploring interface layouts using AI-driven tools (ChatGPT, Midjourney).
- Implemented AI-driven usability testing, resulting in reduced new user drop-off rates.
- Created and managed component libraries, leveraging auto-generation and pattern detection features.
- Facilitated usability studies and translated findings into design improvements.
- Developed branding campaigns and content for Web3 events (Unfold '22 & '23).

HMLC | Creative Director - Graphic & UI Designer

Aug 2021 – Feb 2022

- Led interface design for retail and lifestyle websites, prioritizing intuitive navigation.
- Developed detailed user flows and information architecture for clients.
- Ran A/B and heatmap testing to optimize layouts.
- Balanced branding and modern UI/UX practices in product launches.

Canon India | (Apprenticeship)

Jan 2021 - July 2021

- Supported web and mobile interface design for photography campaigns.
- Developed user journeys, wireframes, and competitor studies for feature launches.
- Delivered high-fidelity prototypes and comprehensive design documentation.

Ek Do Dhai | Graphic Designer (Internship)

Oct 2020 - Jan 2021

- Supported UI asset creation and layout for e-commerce projects.
- Participated in team ideation for user flows and interaction concepts.
- Helped with prototyping and user testing.

education

Delhi Public School

May 2015 | B.S.City

Senior Secondary Certificate (CBSE)

10th & 12th Boards – PCB, Physical Education

National Institute Of Fashion Technology

Aug 2022 | New Delhi

Bachelor Of Design (B.Des.)

Fashion Communication

skills

Design

User Experience (UX) Design, User Interface (UI) Design, Product Design, Wireframing & Prototyping, Usability Testing & User Research, Information Architecture, Interaction Design & Design Systems, Motion Graphics & Animation, Visual Storytelling & Branding, Cross-functional Collaboration.

Tools

- Figma (with AI plugins), Adobe XD, Sketch, InVision
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- Framer, Miro, Zeplin
- HTML/CSS (basic understanding)

awards

Certification

- Foundations Of User Experience (UX) Design – Google Coursera, 2021
- Professional User Experience Design – University Of Cambridge (Offered Through Coursera), 2026

Awards

- Winner Of Oasis Film Festival (2018 & 2019)
- Jamini Roy Gold Medal – Best Student in Art & Craft – Honored by the President of India, Smt. Droupadi Murmu (2016)