

Siddhi Parkar

User Experience Designer

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SUMMARY

Senior UX Designer with 5.5+ years crafting scalable, user-centered experiences for B2B & B2C SaaS products. Skilled at translating complex workflows into simple solutions through research and stakeholder collaboration, **using AI across research, design, and UX writing**. Strong design ownership from discovery to handoff.

PROFESSIONAL EXPERIENCE

Senior User Experience Designer

Nov 2023 – Present

Flair Labs Pvt Ltd

- Defined UX for a large-scale **accommodation and facility-management platform** from field research and stakeholder inputs, delivering a scalable, accessibility-first solution that streamlined operations and enabled faster remote decision-making.
- Defined UX for an **offline-first digital health platform** across rural clinics, enabling uninterrupted patient-record access in low-connectivity settings and driving quick adoption with minimal training.
- Streamlined metric tracking with a **Ship Surveyor App (CAP)**, reducing survey timelines to 2 days; converted a physical surveyor training board game into a gamified web and mobile platform.
- **Used AI across the design process** (refining research questions, synthesizing transcripts into patterns, pressure-testing assumptions, accelerating UX writing, and surfacing edge cases), improving speed and decision quality.
- Managed and mentored associate designers while driving UX from research to refinement, and facilitated collaboration across design, business, and development teams.
- Led product scoping and proposal creation by translating business requirements into structured UX approaches; ran discovery and co-creation workshops with stakeholders and cross-functional teams.
- Owned end-to-end UX: research, journey mapping, wireframing, prototyping, and heuristic evaluation.

User Experience Designer

Jun 2023 – Oct 2023

Freelance

- Designed a travel-agency web app, prioritizing stakeholder insights and user needs; partnered closely with developers to move from concept to user flows, wireframes, and prototypes.

User Experience Designer

Feb 2021 – Jun 2023

EXDERA (UI/UX Design & Dev Agency)

- Designed and launched data-driven websites, increasing conversion rates by **35%** and driving revenue growth.
- Created mobile-responsive email templates, ensuring visual consistency and saving teams **5+ hours per week**.
- Ran daily client requirement calls and demo presentations to ensure seamless collaboration.

UI/UX Intern

Jul 2020 – Oct 2020

10Dem (Tandem) Education

- Led an educational-portal UX overhaul to improve usability and engagement, working closely with developers on implementation.

Web Developer

2018 – 2019

Apurer India Pvt Ltd & Foxjab Development

- Built and maintained web products in PHP/WordPress, gaining foundational experience in how products get built.

EDUCATION

M.Des, User Experience

2019 – 2021

Chitkara School of Art & Design

B.E, Information Technology

2012 – 2017

Theem College of Engineering, Mumbai

WORKING WITH AI

AI-assisted research synthesis

AI-supported ideation & flow validation

Prompt-based UX writing (labels, error/empty states, microcopy)

AI-driven UI generation for rapid concepting

Designing for AI-enabled products

TOOLS & SKILLS

Tools:

Figma

Miro

Mural

Xmind

Notion

MS Office & Google Suite

Skills:

User Research

Competitive Analysis

Information Architecture

Wireframing

Prototyping

Visual Design

Customer Journey Mapping

MVP Development

Heuristic Evaluation

Cross-Functional Collaboration

Team Management

Agile Workflow

AFFILIATIONS

Public Relations Officer, Mumbai Orators Toastmasters Club (District 98)

Jul 2021 – Aug 2023

Built the club's social presence and designed newsletters and event collateral within brand guidelines.