

Vyomika Parikh

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WORK EXPERIENCE

Habit Coach AI — San Francisco, CA

Founding Product Designer — Oct 2024 - Present

- Elevated **HabitCoach.ai** engagement by **14%** by designing the conversational UI, creating custom coaching interactions, and implementing a data-driven habit-tracking dashboard based on user feedback
- Learned a suite of AI development tools and integrated them into the onboarding design screens, using **Cursor AI** to accelerate feature rollout, adapt web-to-mobile responsiveness, and reduce time-to-market by **30%**

ZS Associates — Pune, India

Senior Product Designer — Feb 2021 - Jul 2023

- Accelerated the B2B analytics platform implementation for ZS-ZAIDYN, achieving a **24%** impact on **130+ companies** in pharma, finance, and tech by collaborating to create custom icons, interactive widgets, responsive banners, and draggable tables optimized for web and mobile devices
- Redesigned the information hierarchy for ZAIDYN-IC OPS (Incentive Compensation) with a scalable **Tree Dropdown component** for complex product selections, gaining recognition in the company newsletter for its innovative cross-team collaboration
- Streamlined user research by **15%** through standardized persona templates, enabling teams to collaborate efficiently and generate **80 personas daily**
- Reduced onboarding time by **60%** for new design team members by mentoring **5 junior designers** on ZS's design language system, significantly decreasing Head of UX's training responsibilities

YUJ Designs — Pune, India

Product Designer — Nov 2019 - Jan 2021

- Enhanced TATA Motors' spare parts search by integrating multilingual voice commands, image recognition, and colloquial terms, improving accessibility by **35%** for **52,000** mechanics through user-driven insights
- Expanded market presence to **1000** machinery manufacturers by a visual design system for TATA Hitachi; achieved recognition for exceptional detail and creativity in Unilever's newsletter design at PwC

Reeb Inc — Mumbai, India

Co-Founder, Lead Designer — May 2019 - Nov 2019

- Directed creative strategies for wholesale fabric clients, acquiring **10** new clients
- Launched a concentration board game on Amazon, appearing on the **first** page of search results and selling out in **a month**

The Butterfly Effect Studio — Mumbai, India

User Interface Designer — Aug 2016 - May 2019

- Led design for **30** websites, accelerating launches by **3** months through bug fixes
- Created **100+** reusable assets to improve brand consistency and efficiency in food, health, and education, improving efficiency and maintaining cohesive visual identity

EDUCATION

California College of The Arts

San Francisco, CA

Master of Design, Interaction Design

Aug 2023 - Aug 2024

Srishti Institute of Art Design & Tech

Bengaluru, India

Bachelor of Design, Visual Design

Aug 2012 - Jun 2016

SKILLS

Product Design & Research

- | | |
|---------------------|---------------------|
| • A/B Testing | • Personas |
| • Branding | • User Flows |
| • Data Analysis | • User Interview |
| • Design Handoffs | • User Testing |
| • Design Systems | • Visual Annotation |
| • Illustration | • Visual Design |
| • Info Architecture | • Visual Guidelines |
| • Journey Mapping | • Wireframing |

Product Design Toolkit

- | | |
|----------------|--------------|
| • Adobe Suite | • Notability |
| • Cursor AI | • Notion |
| • Figma | • Procreate |
| • Google Suite | • Sketch |
| • HTML | • Spline |
| • MS Office | • Slack |
| • Miro | • Wix |

AWARDS

Datamatics | TruCap+

Sep 2020

Visual designer for award-winning AI-powered data capture solution, creating components and user flows.

Health4All At Home

Apr 2018

Led visual design for an award-winning healthcare startup, creating app screens, a responsive website, and a custom icon set.