

# Vyomika Parikh

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**UX Designer** with 8+ years of experience building B2B and B2C experiences across healthcare, AI, and consumer products. Skilled in AI-enabled design, scalable systems, and turning complex ideas into clear, usable interfaces.

## WORK EXPERIENCE

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### Product Designer

Oct 2024 – Present

Habit Coach AI, Inc.: Conversational AI wellness startup focused on habit-building

- Designed the brand system, illustrations, and conversational interface for the AI coaching experience across chat, voice, and dashboard platforms, enhancing visual consistency and engagement.
- Created a scalable Figma design system with semantic versioning and reusable component libraries using Cursor, improving developer handoff speed by 30%.
- Produced marketing visuals and social assets that strengthened brand identity and contributed to a 20% increase in early user engagement.
- Collaborated directly with co-founders to define the product vision, conducting rapid design sprints and aligning deliverables with strategic business goals.

### Senior User Interface Designer

Feb 2021 – Jul 2023

ZS Associates (Zайдин): Global biopharma SaaS platform for sales and field performance

- Led visual design for a suite of enterprise dashboards used by 130+ biopharma clients
- Designed dynamic data visualizations, field insights, and UI components for a multi-device platform
- Co-created 80+ visual persona templates, recognized in ZS's global design newsletter
- Built a design system adopted across cross-functional teams spanning India, Europe, and the US
- Created high-resolution marketing visuals for executive decks and healthcare illustrations

### User Experience Designer

Nov 2019 – Jan 2021

YUJ Designs: Global UX design company

- 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

### Co-Founder & Creative Director

May 2019 – Nov 2019

Reeb Inc.: Design and innovation studio in Mumbai

- Launched board game *Halla Gulla* on Amazon; sold 250+ units in 5 weeks
- Directed branding, packaging, and marketing for local textile and e-commerce brands
- Provided end-to-end creative strategy for clients across fashion and education

### Visual Communication Designer

Aug 2016 – May 2019

The Butterfly Effect Studio: Creative design and digital marketing agency in Mumbai

- Led visual identity and creative development for Neltas, including logo design, packaging, educational merchandise, social campaigns, and print newsletters
- Delivered branding, UI design, and front-end specs for 20+ client websites, ensuring visual consistency and responsiveness across platforms
- Designed marketing assets, including pitch decks, event collaterals, social graphics, and email campaigns, contributing to increased lead generation and client acquisition

## EDUCATION

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- Master's in Design, Interaction Design | 2023-2024 California College of the Arts | San Francisco, CA
- Bachelors in Design, Visual Communication | 2012-2016 Srishti School of Art & Design | Bengaluru, IN

## SKILLS

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**Design:** Brand Systems, Visual Identity, UI/UX, Illustration, Motion Graphics (basic), Conversational UI, Data Visualization, Dashboard Design, Event Design, Iconography, Newsletters, Social Media Designs, Design Systems, Cross-functional Collaboration, Mentoring Designers

**Tools:** Figma, Illustrator, Photoshop, After Effects, Webflow, Cursor, ChatGPT, Adobe CC, Google Workspace