Parul Sharma

Senior Product Designer

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LinkedIn | Portfolio

Summary

Senior Product Designer with 9+ years of experience building enterprise and SaaS products, from early concepts to launch. I use AI throughout my process: synthetic users to explore ideas, quick prototypes to test them, and Claude Code to turn designs into working interfaces. I started in graphic design, so I care a lot about how things look, and I like designing systems that make products simple to use.

Core skills

AI in my workflow: Claude, ChatGPT, synthetic users, AI assisted research synthesis, scenario simulation, AI assisted ideation, prompt design, rapid prototyping, vibe coding

UX and product: User interviews, journey mapping, information architecture, interaction design, usability testing, responsive design, design systems, product strategy

Visual design: Brand identity, typography, illustration, animation, landing pages, data visualization

Working with teams: PMs and engineers, stakeholder management, setting up a design practice from scratch

Tools: Figma, FigJam, Figma MCP, Claude Code

Experience

Arborworld, Founding Product Designer — Remote | Feb 2026 to Oct 2026

- Worked as the only designer alongside two founders and two engineers. Set up the design function from scratch and designed three products: ArborLoop (interview scheduling), ArborHire (talent pool) and Sammati (DPDP compliance).
- Took the first AI powered SaaS product from concept to MVP in 3 months, which helped Arborworld win its first client, **Spiro**.
- Started with no users and no product data. Built synthetic stakeholder profiles with Claude and ChatGPT as hypotheses, then checked them against recruiter community threads, a scheduling report covering 5.1 million+ interview events, and a review of ModernLoop, GoodTime and Calendly.
- Built prototypes with Claude and Claude Code, plus the brand, a design system in Figma, the landing pages and an investor brief. Used Figma MCP to keep design and code in step.

Oracle, UX Designer — Bengaluru, India | Sept 2022 to Feb 2025

- Designed Ask Oracle, a Gen AI assistant inside the EPM Flash Forecast dashboard, reducing manual effort by 30%. Interviews and contextual inquiry with planners and a review of 15+ AI assistants led me to drop the chat bot for a prompt box that planners start themselves and that shows source data with every insight.
- Designed a multitenant SaaS platform for midmarket retail banks. Cut manual effort by about 40%, raised efficiency by about 25% and reduced errors by 20%.
- Standardized data visualization across the OCI console, cutting user errors by 20% across services.

Deloitte, Visual Designer — Gurugram, India | Sept 2021 to Sept 2022

- Analyzed user behavior and ran interviews to simplify currency transfers for a Mauritian bank, growing Internet Banking users by 20%.
- Built a sales tool for HPE's cloud services, lifting client engagement by 20% and conversion rates by 15%.

Dew Solutions, Visual Designer — Gurugram, India | May 2019 to Jul 2021

- Worked with PMs and developers to design and implement UX/UI solutions across B2B and B2C products.

Webenza, Graphic Designer — Bengaluru, India | Jun 2017 to Apr 2019

- Designed social media posts, visual branding, illustrations and presentations for a range of brands.

Education

MFA, Graphic Design, Amity University, India — 2015 to 2017

BFA, Animation, Amity University, India — 2011 to 2015