

Parul Sharma

Residing in London with full rights to live and work in the UK **(no sponsorship required)**

+44 7405405135 | parul.sharma298@gmail.com | [Linkedin](#) | [Portfolio](#)

Product Designer with 8+ years of experience taking products from 0 to 1, including founding a startup's design function from scratch. Skilled in user research, design systems, wireframing, prototyping, and branding.

Experience

Arborworld

Feb 2025 – Present

Founding Designer

Remote

- Founding designer and 3rd hire at an early-stage startup, took three Arborworld products (Arborloop, Arborhire, Sammati) from 0→1, building a 45+ component design system, brand identity, and end-to-end product UX from scratch with zero existing infrastructure.
- Designed and shipped the MVP that won the company's first customer, converting design partner Spiro into an active client within 4 weeks, now running live hiring through the product.

Oracle

Sept 2022 – Feb 2025

UX Designer

Bengaluru, India

- Designed a multi-tenant SaaS platform for mid-market retail banks, cutting manual effort by ~40%, boosting efficiency by ~25%, and reducing errors by 20%.
- Integrated GenAI into Oracle EPM workflows, reducing manual effort by 30%.
- Standardized data visualization across OCI's console, cutting user errors by 20% across services.

Deloitte

Sept 2021 – Sept 2022

Visual Designer

Gurugram, India

- Analyzed user behavior, conducted research and interviews, and simplified currency transfers for a Mauritian bank, boosting Internet Banking users by 20%.
- Build a sales tool for HPE's cloud services, lifting client engagement by 20% and conversion rates by 15%.

Dew Solutions

May 2019 – Jul 2021

Visual Designer

Gurugram, India

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

Webenza

Jun 2017 – April 2019

Graphic Designer

Bengaluru, India

- Designed social media posts, visual branding, illustrations, and presentations across diverse brands.

Key Skills

Figma, Sketch, Adobe XD, Hotjar, Miro, FigJam, Google Analytics, Loom, User Interviews, User Research, Prototyping, Collaboration, Strategy, Data Analysis, Jira, Usability Testing, A/B Testing, Information Architecture, Empathy

Education

MFA - Graphic Design, Amity University, India

2015 – 2017

BFA - Animation, Amity University, India

2011 – 2015