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 designing responsive web and mobile experiences. Combines a background in graphic design with strong UX/UI expertise. Skilled in end-to-end UX processes, user research, accessibility and prototyping.

Experience

Freelance UX/UI Designer
Various Startups

March 2025– Present
London, UK

- Working as a founding designer for a startup (contract), leading end-to-end design of a mobile app while collaborating with stakeholders & developers to improve mobility for older adults.
- Designed responsive website & branding for hair care product, taking it from concept to launch.

UX Designer
Oracle

Sept 2022 – Feb 2025
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.
- Played a key role across multiple design stages, including user research, user journeys, personas, IA, and wireframing, while maintaining accessibility standards and clear design documentation.

Visual Designer
Deloitte

Sept 2021 – Sept 2022
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%.

Visual Designer
Dew Solutions

May 2019 – Jul 2021
Gurugram, India

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

Graphic Designer
Webenza

Jun 2017 – April 2019
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