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

Contract UX/UI Designer
Sooru AI

May 2025– March 2026
Remote

- Led the UX strategy from the ground up, designing prototypes and interfaces that simplified complex AI features while working with the founding team to define MVP features, improving task completion rates by 30%.

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