

Parul Sharma

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Product Designer with 9+ 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

Freelance Product Designer Independent Consultant

Feb 2025 – Present
Remote

- Delivered [Arborworld's 0-to-1 MVP](#), helping the startup demonstrate product value and secure its **first client**, [Spiro](#) while working closely with founders and engineers.
- Led end-to-end design for multiple SaaS products, from brand guidelines and UX research to prototyping, design systems, and scalable web and mobile interfaces.
- Redesigned [SpaceSync AI's](#) architect-focused dashboard, reducing churn from 30% to 10%.

Oracle UX Designer

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.

Deloitte Visual Designer

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%.

Dew Solutions Visual Designer

May 2019 – Jul 2021
Gurugram, India

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

Webenza Graphic Designer

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
BFA - Animation, Amity University, India

2015 – 2017
2011 – 2015