

Parul Sharma

Visual Designer

Facebook

JUL '21 - PRES.

Product Designer, Menlo Park, CA

Empowering video creators to build a community and business alongside the Facebook for Creators team.

Microsoft

MAR '21 - JUN '21.

Interaction Designer (Contract), Bellevue, WA

Created a visual identity and interactive experience for Microsoft Bing's search assistant, SydneyBot, and designed a customizable experience for users with designs for 10+ "Themes." Evolved the visuals and design system to create cohesion across Bing web and mobile.

WillowTree

JUL '18 - FEB '21

Product Designer, Raleigh, NC

Lead designer for Anheuser Busch's core enterprise application, M360, which had a gain of 4x users in 2020. Partnered with researchers and engineers to drive product strategy and create accessible, innovative digital experiences for Edward Jones, Vitality, and Synchrony Bank.

AKQA

JUN '17 - APR '18

Designer (Contract), Washington, DC

Design Intern, Washington, DC

Developed UI designs for Verizon Wireless's retail sales iPad application. Led a strategic and visual rebrand for the DC Diaper Bank, including creating a brand system, print materials, and a website.

FourDesign

AUG '16 - MAY '17

Designer, Blacksburg, VA

Created brand identities, print materials, & websites for local Blacksburg businesses and Virginia Tech departments.

Spring Design Partners

JUN '16 - AUG '16

Design Intern, New York, NY

Created and pitched illustrations and packaging concepts for Oreo, Chips Ahoy Thins, and Hostess Donettes alongside the design team.

Virginia Tech Creative Studio

JAN '16 - JUN '16

Junior Designer, Blacksburg, VA

Designed and launched the first Virginia Tech "Hokiemoji" keyboard, with over 27,000 downloads on release day. Created layouts for Virginia Tech magazine and other university print materials.

Virginia Tech

AUG '14 - MAY '18

Visual Communication Design, BFA
Marketing Management, BS

Accolades

College of Architecture & Urban Studies,
2018 Outstanding Senior

AIGA FLUX, 2017 Branding Finalist

Regional Case III Grand Award,
2017 Winner - Hokiemoji Keyboard

Skills

Animation
Illustration
Journey Mapping
Product Mapping
Product Strategy
Prototyping
Storytelling
Usability Testing
UX/UI Design
Visual Design
Wireframing

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