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

Experience

UX Designer   Sept 2022 – Feb 2025
Oracle   Bengaluru, India

- Led UX design initiatives for a True SaaS product within Oracle's Financial Services team
- I contributed to multiple stages of the design process, including documenting design work, gathering requirements, mapping user journeys, creating personas, structuring information architecture, designing wireframe, conducting design critiques, and addressing project goals, progress & challenges.
- Worked closely with cross-functional teams, including the Redwood design team, documentation team, domain owners, and engineers
- Mentored a team of designers and facilitated collaborative team activities such as design sprints, ideation sessions, discovery workshops, design execution, and quality assurance processes.

Visual Designer   Sept 2021 – Sept 2022
Deloitte   Gurugram, India

- Analyzed user behavior using Hotjar, conducted stakeholder/user interviews, user research, and simplified foreign currency transfers for a Mauritian bank which resulted in a 20% increase in Internet Banking users.
- Designed and implemented a Blockchain-based solution for end-to-end supply chain workflow, cutting processing time by 40% and improving data accuracy by 30%
- Build a sales tool for HPE's cloud services, lifting client engagement by 20% and conversion rates by 15%

Visual Designer   May 2019 – July 2021
Dew Solutions   Gurugram, India

- Analyzed customer insights and collected data to understand user needs. Developed a plan for UX deliverables and successfully redesigned a iOS application, resulting in a 17% reduction in bounce rate.
- Implemented design specifications for various B2B SaaS and B2C products with cross-functional teams.
- Guided engineers in UX feature development, leading to a 10%-time reduction.
- Improved an internal product, boosting user satisfaction by 15% and reducing issues by 20%.

Graphic Designer   June 2017 – April 2019
Webenza   Bengaluru, India

- Designed diverse media for branding, illustrations, presentations, increasing global engagement by 25%.

Technical Skills

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

Education

MFA - Master of Applied Arts (Graphic Design), Amity University, India   2015 – 2017
BFA - Bachelor of Animation, Amity University, India   2011 – 2015