

Devansh Parekh

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SUMMARY

UX / Product Designer with 2+ years of experience across research, wireframing, and prototyping, now pursuing a Master's in Usability Engineering in Germany. Track record of improving onboarding time and user satisfaction through data-informed design and cross-functional collaboration.

EDUCATION

Hochschule Rhine Waal

Master of Usability Engineering

Kamp-Lintfort, Germany

Oct. 2024 – Present

- Coursework: User Research and Testing; Strategic Usability Engineering; User Experience Design; Innovation and Design Thinking; Applied Interaction Design; UX Project Management; Human-Computer Interaction; Psychology for UX Practitioners
- Current grade: 1.82/5.0 (German scale, lower is better)

Christ University

Bachelor of Science in Computer Applications (BCA)

Bangalore, India

May 2018 – Oct 2021

EXPERIENCE

Freelance Designer

Self-Employed

Oct 2023 – Jul 2024

Online

- Designed and launched marketing websites for early-stage companies, including production houses, using no-code/WYSIWYG tools such as Framer, delivering modern, brand-aligned web experiences.
- Collaborated with other designers as a freelance contributor on an AI education application, supporting UX/UI design through wireframes, UI screens, and iterative feedback cycles.
- Translated client requirements into clear site structures, layouts, and responsive pages, ensuring usability and consistency across devices.

Product Designer

The Friday Company

Oct 2022 – Jul 2023

Mumbai, MH

- Developed wireframes and interactive prototypes to communicate and validate UX concepts, resulting in a 40% decrease in user onboarding time and a 25% increase in user satisfaction scores.
- Championed the development and communication of clear design guidelines, pattern libraries, and assets.
- Facilitated weekly design reviews with cross-functional teams, resulting in a 30% increase in design sign-off efficiency and a 15% decrease in development rework time.
- Generated UI concepts aligned with current design trends, improving efficiency by 50% for clean, effective solutions.
- Led and mentored UX interns and junior designers.

Design Intern

The Friday Company

Jul 2022 – Oct 2022

Mumbai, MH

- Uncovered user insights through research and usability testing.
- Benchmarked UX designs against competitors to identify opportunities for innovation.
- Crafted wireframes and prototypes to bring UX visions to life.
- Collaborated with senior designers and developers to create user-centric applications.
- Presented low-fidelity mockups to internal teams and stakeholders to gather feedback and iterate.

SKILLS

Soft Skills: Leadership, Cross-Functional Collaboration, Communication, Problem Solving, Stakeholder Management, Mentoring

Design & Research: UX Research, User Interviews, Wireframing, Prototyping, Interaction Design, Usability Testing, WCAG Accessibility, User Flows, UI Design, Heuristic Evaluation, Information Architecture, Sketching, Journey Mapping, Empathy Mapping, Card Sorting, Competitor Analysis, Data-Driven Design, Design Thinking, Design Systems, Branding, Product Strategy, Agile, Product Management, Scrum, HTML, CSS

Tools: Figma, Adobe Creative Suite, Framer, Notion, Maze, Miro, Blender, Wix, AI-Assisted Design Workflows

Languages: English (Native, C1), Hindi (Native, C1), Gujarati (Native, C1), Marathi (Intermediate, B2), German (Beginner, A2)