Nabhya Parmar
Product Designer

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San Francisco, CA

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Work Experience

CNN International
Product Designer
March 2023 - August 2023
San Francisco, USA

- 6 month engagement for a **0 - 1 Product implementation** to **increase product growth, visibility, revenue, and recognition** leveraging **GenZ audiences in emerging markets.**
- Developed intervention strategies by **identifying user archetypes and journeys** to **increase growth and daily active users** in GenZ audience members.
- Developed product strategies to **increase the reach of global news to GenZ members** in emerging **markets such as India, Brazil, Nigeria and Indonesia**, with an audience **reach of over 900M people** across the countries.

NowForm
UX/UI Designer
November 2020 - April 2022
Gurgaon, India

- **Facilitated strategy with Boston Consultancy Group** to conduct a modernization exercise for **SBI Card, the B2C and the internal B2B** credit card platform for **State Bank of India** to help **reduce onboarding drop-off rates by 71%** and **decrease support tickets created by 28%.**
- Spearheaded the **DWAO revamping project** aimed at enhancing the online experience for both mobile and desktop users, which resulted in an impressive **41% increase in the conversion rate** and a website **performance score of 93%.**
- **Created and adapted UX patterns** for loyalty programs of multiple luxury hotel chains such as Leela, Accor Group, Marriott, and The Oberoi.
- Facilitated research with over **50 stakeholders** for GBL to **reduce the cases of Anaemia** in over **100,000 women** working at Shahi Industries.

Bakhed Co.
Graphic Designer
January 2020 - May 2020
Delhi, India

- Developed a comprehensive website for Northstar Paper resulting in a **27% increase in website traffic** and a **15% increase in online sales.**
- Collaborated with Paytm Insider's marketing team to design and launch a new visual campaign, launched in over **900 theatres** in India.

Freelance
UI Designer
2017 - 2022
Chennai, India

- **Proposed solutions and strategies** for the design and development for the launch of a edu-tech startup based in Singapore called QuestMath with over **4000 customers.**
- **Transformed the visual identity** and online presence for a health and nutrition brand called Habbit Health Pvt. Ltd. creating a **19% bump in sales.**
- Contracted with **Landor & Fitch** to work on visual design processes for **multiple clients** with large domestic and international recognition
- Created **print and digital advertisement campaigns** for India's largest beverage company, **Bira beverages, valued at over $250 million USD.**

Education

California College of the Arts
August 2022 - August 2023
San Francisco, CA

Masters in Human Computer Interaction Design (M.Des)
CGPA: **4.225**

MIT ADT University
August 2016 - June 2020
Pune, India

Bachelor's in Graphic Design (B.Des)
CGPA: **3.78**

Awards & Recognitions

- **Adobe Design Edge Award** - Global Winner, **Synth,** A neural net powered music platform
- **Packaging of the world** - Mention: A'peel, fruit peel snacks
- **Typo Day 2019** - Logo Design runner up

Skills

Information architecture, Visual design, Systems design, Rapid prototyping, Accessible design, Wire-framing, User testing, UX research, A/B testing, Motion graphics, Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premier Pro, Processing, P5.js, Sketch, Zeplin, Miro, Jira, Slack, Office Suite, Processing, P5, Arduino, Google workspace, Asana, InVision