

Nabhya Parmar

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WORK EXPERIENCE

GatherGov.ai

Founding Product Designer

San Francisco, CA, USA

February 2024 - Present

- **Built out the MVP and visualization** for an AI product used to **provide sniper investment opportunities** using **data scraped from local and municipal government bodies**.
- **Secured over \$500,000 in ARR** within three months of company formation, following the launch of the **MVP and Version 1 of the product**.

DealPage.io

Lead Product Designer

San Francisco, CA, USA

August 2023 - February 2024

- Lead the efforts to build the product that **supports real-estate developers seeking investments** and **effortlessly launch and track their fundraises**, **securing over \$200M in investments** using the virtual pitch decks.

CNN International

Product Designer

San Francisco, CA, USA

March 2023 - August 2023

- 6 month engagement for a **0 - 1 Product implementation** that ties in with **CNN International's** highest impact users and business objectives in **markets such as India, Brazil, and Nigeria**.
- Implemented 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 Designer

Gurgaon, India

November 2020 - April 2022

- **Collaborated with BCG** to conduct a **modernization exercise SBI Card**, the credit card platform for State Bank of India to help **reduce the onboarding drop-off rates by 70% and decrease the number of 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%**.
- Facilitated research with over **50 stakeholders** for GBL to reduce the cases of Anaemia in **over 100,000 women**.

Bakheda Co.

Graphic Designer

Delhi, India

Dec 2019 - May 2020

- Developed a comprehensive **website for Northstar** resulting in a **27% increase in web traffic**
- Collaborated with Paytm Insider to design and launch a new visual campaign, launched in over 900 theaters in India.

EDUCATION

California College of the Arts

Masters in Human Computer Interaction Design (M.Des), GPA: 4.225

San Francisco, CA, USA

August, 2023

MIT ADT University

Bachelor of Design in Graphic Design (B.Des), GPA: 3.78

Pune, India

June, 2020

AWARDS & RECOGNITIONS

Adobe Digital Edge Awards 2023

Global Winners

San Francisco, CA, USA

July 2023

Awarded as the global winners for the 2023 Adobe Digital Edge awards from the project, Synth - A neural net powered music platform. **Invited to Adobe's EduMax to give a talk** at their San Jose HQ and Adobe Seattle HQ for the roundtable.

SKILLS & INTERESTS

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 Premiere Pro, Processing, P5.js, Sketch, Zeplin, Miro, Jira, Slack, Office Suite, Processing, P5, Arduino, Google workspace, Asana, InVision