Parnavi Dinkar

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PROFILE

As a firm believer in making a difference by finding an equilibrium between design and human emotions, dedicated and focused on the role that I am to fulfill, I will ensure quality work and make sure it is relevant. I believe I can do anything that you ask of me in the fields I have applied in.
I am an explorer and experimenter, keeping up with the design trends.

EXPERIENCE

Dec'22 – May'23

UX Designer, AiDash

Objective: Redesigning and simplifying legacy 'Asset Management and Utility Management systems', one of the leading products for the organization, to recapture the market against competition

- User Research - Primary research with Customers, Customer Success Managers (CSMs), Project Managers
- (PMs) along with Competition analysis and secondary research to identify areas of improvement
- UI/UX audit – Heuristic evaluation of existing 'Intelligent Vegetation Management Systems'
- Besides dashboard, designing an intuitive UI for Unit Pricing module based on geo tagging of trees with relevant attributes
- Gap Analysis and Hypothesis validation with product teams in US and India
- Designed low fidelity user-friendly and visually appealing models which became base for product development roadmap

May'22 – Sep'22

Graphic Designer, TLC DigiTech Pvt. Ltd.

Objective: Managing social media campaign and performance to drive reach and revenue

- Managed end to end social media campaigns for luxury hotel chains like Marriott SEA, Leela India, and Eros India and performance tracking driving user reach, app downloads, and lead generation
- Developed home screen designs for hotel apps adhering to the respective brand guidelines

Jun'21 - Aug'21

UI/UX Designer, InterGlobe Aviation Ltd. (IndiGo)

Objective: To improve landing page and booking widget (ticket booking flow) to improve lead to conversion ratio

- Customer journey analysis for the homepage and end-to-end booking process to identify reasons of drop offs, and deterrent to conversion
- Competitor analysis with international leaders like Emirates, Lufthansa, and Air Asia
- Proposed UI/UX improvement recommendation and visual changes which were made live e.g., reduced cognitive load, and consistent brand palette etc.

Nov'21 - Dec'21

Graphic Designer, Delhi Skill and Entrepreneurship University (DSEU)

Objective: Design university handbook for aspirants and students

- Worked with university leadership including VC and Principal to encapsulate DESU's vision for the Handbook
- Generated design concepts and layouts for the Handbook which was finalized and is now available to the Students

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EDUCATION

Aug'19 - May'23

Bachelor of Design, Delhi Technological University
GPA 8.23

Apr'05 - May'19

High School, Bal Bhavan Public School
GPA 77.25%

PROJECTS	**Enhancing Productivity and Risk Management in Vegetation Management using AI and ML**

Enhancing Productivity and Risk Management in Vegetation Management using AI and ML
Redesigning and simplifying legacy 'Asset Management and Utility Management systems', to recapture the market against competition

UX Algorithm and Strategy
The project is about how the user behaviour towards interfaces has been changed as triggered by the pandemic and lockdown. To cater to the new user interaction patterns, new UX algorithms and strategies have to be developed

unOkay
A deep dive into the psyche of Indian high school student, taking note of the physical changes happening to them, unOkay aims to improve the mental health of a teenager by providing a safe channel to vent our their feelings in a safe and healthy manner and get therapy if they opt for it

IRCTC App Redesign
Analysis of the current version of the application, co-relating with the online reviews given to the application and discovering the reluctance of the users towards using the application to build a new interface of the application.

COURSES

On-going   Machine Learning, Stanford

On-going   Foundation of User Experience (UX), Google

SKILLS & TOOLS

Adobe Creative Suite	Design Thinking
Figma	Product Strategy
Blender	User Experience Research
Clip Studio Paint	User Experience Design
Lucid	Competitor Analysis
Miro	Branding & Identity
Notion	Visual Design
Procreate	Ethnographic Studies

VOLUNTEERING EXPERIENCE

2020-2023   **Advisor, GirlUp DTU**
- Led the design team for the successful GirlUp Summit 2022, which raised nearly 50,000 for fundraisers
- Curated and designed engaging content for social media channels like Instagram, LinkedIn
- Provided guidance and mentorship to a team of 15 enthusiastic members of the design team

2020-2023   **Creative Head, Entrepreneurship Cell DTU**
- Led a team of 4 designers, responsible for content creation and engagement across various platforms like LinkedIn, Instagram, YouTube, and Spotify podcasts
- Lead Content Designer for Start-Up Weekend 2020 and 2021, a flagship event powered by Google

2020-2023   **Core Team Member, CLIMB DTU**
- Played a key role in promoting women's participation in the field of technology by creating engaging comic strips and contributed to the development of a quarterly newsletter

LINKS   Portfolio, LinkedIn