Aanchal Paryani

United States | 602-637-3303 | paryani.aanchal14@gmail.com | aanchalparyani.com | linkedin.com/in/aanchal-paryani/

UI/UX Designer with an **MS in Human-Computer Interaction** and **5+ years of experience** specializing in B2B SaaS, communication tools, and complex digital ecosystems. Proven expertise in leading **end-to-end product design**, evolving **scalable design systems**, and conducting **data-driven user research**. Adept at **collaborating with cross-functional stakeholders** to translate technical requirements into **intuitive, human-centered interfaces for global user bases.**

PROFESSIONAL EXPERIENCE

GIT Creative Agency | UI/UX Designer   *Mesa, AZ | August 2025 – December 2025*

- **Collaborated cross-functionally** with product managers, engineers, and clients to redesign complex and legacy web architectures, providing creative solutions that significantly improved digital engagement and optimized the information flow.
- **Designed and iterated high-fidelity prototypes** in Figma, resolving cross-platform usability issues & ensuring accessibility compliance.
- **Led UX strategy** through data-informed decisions, advocating for cohesive visual hierarchy and increasing website SEO scores by 30%.
- Synthesized client feedback into **actionable design recommendations**, aligning visual identity with core user needs and messaging.

ASU Global Launch | UI/UX Designer   *Tempe, AZ | April 2024 – December 2025*

- **Led comprehensive heuristic evaluations and multi-method user research** (surveys, journey maps, usability testing) to identify systemic pain points, translating insights into intuitive interaction designs for 10K+ users.
- **Evolved the unified design language by engineering WCAG-compliant design systems** and scalable component libraries, ensuring a consistent and accessible UI/UX across 15+ high-traffic responsive pages.
- **Optimized complex information architecture and simplified enrollment flows** by integrating user feedback, resulting in a 32% increase in course sign-ups and a 57.3% year-over-year boost in organic traffic.
- **Communicated UX vision** through wireframes and flow diagrams to align stakeholders with **user-centered business objectives.**

Bosch Global Software Technologies | Senior UX Developer   *India | September 2019 – November 2023*

- **Designed and delivered 8+ high-impact features for a SaaS B2B collaboration platform,** prioritizing team communication and workflow optimization within a complex, global cross-functional environment.
- **Partnered with PMs and Engineers to engineer a custom design-to-code Figma plugin** using React JS, successfully reducing UI development latency by 38% while significantly streamlining the design-to-engineering hand-off.
- **Influenced long-term product strategy by advocating for design-centered refinements** and prioritizing performance-stabilizing improvements, directly contributing to a 40% increase in overall client satisfaction.
- **Led POCs and mentored junior designers** on design practices, patterns, and principles to ensure consistency across product suites.
- Designed a desktop-based HMI validation tool using computer vision, enabling engineers to validate interface designs 30% faster.

Project Cities - City of Mesa | UI/UX Designer + Researcher   *Mesa, AZ | August 2024 – December 2024*

- Partnered with city stakeholders to study user behavior, providing **thoughtful, human-centered solutions** for recycling experiences.
- Integrated emotional design elements and micro-interactions into product alerts to enhance user delight and adherence.

EDUCATION

Arizona State University | **Master of Science in Human-Computer Interaction** | **GPA: 4.0** (*Graduated: December 2025*)

Rajasthan Technical University | **Bachelor of Technology, Computer Science and Engineering** | **GPA: 3.7** (*Graduated: May 2019*)

TECHNICAL SKILLS

Design: Interaction Design, Visual Design, Product Design, Low-to-High Fidelity Prototyping, Wireframing, Mobile & Web Design, Scalable Design Systems, and Complex Information Architecture.

Research: Qualitative & Quantitative Usability Testing, A/B Testing, Heuristic Evaluation, User Journey Mapping, Persona Development, Research Synthesis, and Data-Driven Design Decision Making.

Tools: Figma, FigJam, Sketch, Adobe XD, Photoshop, Illustrator, Keynote, JIRA for project tracking, Cursor, Bolt.

Technical: HTML5, CSS3, JavaScript (ES6+), React JS framework, Ant Design System, System Design Tokens & Variables, Generative AI.

Leadership: Cross-functional Collaboration, Stakeholder Management, Design Mentorship, Storyboarding, Strategic Product Direction.