

AANCHAL PARYANI

Product UX Designer | Empathy-Driven, User-Centered Design for EdTech, B2B & SaaS

paryani.aanchal14@gmail.com | [linkedin.com/in/aanchal-paryani/](https://www.linkedin.com/in/aanchal-paryani/) | aanchalparyani.com | +1(602)-637-3303

Product UX Designer with 5+ years of experience in design and front-end development, delivering scalable, accessible, and data-driven product solutions. Drove a 57% boost in engagement for a global platform and streamlined workflows for 10+ Bosch teams. Skilled in React, HTML/CSS/JS, product development process and design systems with end-to-end user experience design, with a proven ability to articulate complex design decisions across technical and non-technical teams. Adept at influencing product direction and creating intuitive user experiences. Recognized for rapidly adapting new tools and evolving technologies.

WORK EXPERIENCE

UX Designer

ASU Global Launch | 04/2024 – Present

- Redesigned the website's information architecture using a user-focused design strategy aligned with ASU's product vision, reducing friction in the enrollment flow and driving a 32% increase in course sign-ups across 10K+ prospective students.
- Led heuristic evaluation, built functional prototypes, conducted A/B and multivariate testing, in an iterative design process and prioritized navigation system redesign to refine experience based on user needs, driving a 57.3% YoY boost in traffic.
- Built unit-specific design systems and component libraries as per current industry trends with meticulous attention to detail, applied design concepts - to speed up prototyping, consistent design and WCAG-compliance across 17+ responsive pages.
- Created annotated digital mockups, wireframes and high-fidelity interactive prototypes in Figma and Adobe XD for dev alignment.

UX Researcher + Designer

Project Cities, City of Mesa | 08/2024 – 12/2024

- Conducted in-depth user research through interviews, journey mapping, and prototype testing, facilitating brainstorming workshops and communicated design rationale through visual storytelling and presentations to stakeholders.
- Committed to user-focused design, applied creative problem solving and integrated emotional design elements (tone, visuals, micro-interactions) into Mesa's redesigned recycling alerts, improving user engagement by 18%.

Senior UX Developer

Bosch Global Software Technologies | 09/2019 – 11/2023

- Designed and developed 6+ services for desktop-based HMI Validation tool using OpenCV, Python and OCR.
- Developed 4+ complex features for a web-based B2B SaaS tool, improving workflow efficiency and UI satisfaction by 40%.
- Influenced product strategy by identifying workflow gaps and applying systems thinking through Lean UX-driven iterative design, cutting miscommunication errors by 50% and accelerating feature delivery across 10+ global engineering teams.
- Collaborated cross-functionally with Product Managers, Engineers, stakeholders and fellow Designers to identify customer needs and build a collaboration tool, applying structured problem-solving skills to simplify and optimize user flows.
- Developed and deployed custom Figma/Sketch plugins leveraging Ant Design and APIs, reducing design-to-code handoff inefficiencies by 38%, and adopted across 5 internal product design teams, accelerating developer velocity at scale.
- Presented animation and motion-based prototypes with micro-interactions to clients, improving design clarity and alignment.
- Led POC for flowchart creation tool, provided supportive leadership and friendly mentorship to junior developers on design implementation, demonstrating a strong desire to lead and strengthen team alignment.

EDUCATION

Master of Science , Human-Computer Interaction (HCI) | December 2025

Arizona State University (GPA - 4.0)

Bachelor of Technology, Computer Science and Engineering | May 2019

Rajasthan Technical University (GPA - 3.7)

SKILLS

Design & Research: Figma (Design Systems, Auto Layout, Interactive Prototypes), InVision, Sketch, Adobe Creative Suite (XD, Photoshop), Journey Mapping, A/B & Usability Testing, Accessibility (WCAG 2.1), Interactive Design, Service Design, Lean UX, Design Thinking, Visual Design (Layout, Color Theory, Typography), Design Patterns, Component Libraries, Material design

AI & Emerging Tech: Prompt-based UX Design Tools (Lovable, Uizard, Galileo), AI-assisted Wireframing & Testing, Vibe-coding

Development & Systems: HTML5, CSS3/SCSS/SASS, JavaScript (ES6+), React, Node.js, Salesforce CMS, Mobile Platforms Responsive Dev, Frontend Architecture, API Integration, Developer Tools, Software Engineering & Coding

Tools & Platforms: Jira, Confluence, Miro, Airtable, Web, iOS, Android, Google Suite, Microsoft Office Suite, Slack

Core Strengths: Scalable Design Systems, Data-Driven Design, Communication and Collaboration, Adaptive, Problem Solving, Visual Storytelling, Strategic Prioritization, Quick Learner, Creative Thinking, Agile Methodologies, Versatile