

Aanchal Paryani

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SUMMARY

Product Designer with an MS in HCI and experience **specializing in B2B SaaS, AI-powered softwares, and complex digital ecosystems**. Passionate about building human-centered designs for complex user problems and business requirements. Proven **expertise in leading end-to-end product design and scaling design systems** for global user bases. Adept at taking initiative, advocating for accessible design improvements and **bridging the gap between client needs and technical constraints** through cross-functional collaboration.

WORK EXPERIENCE

ASU Global Launch | Product Designer

USA | April 2024 – Present

- Optimized complex information architecture and simplified enrollment flows by integrating user feedback, strategic CTAs and iterating on flows, resulting in a **32% increase in course sign-ups and a 57.3% year-over-year boost in organic traffic**, as per Google Analytics.
- Led comprehensive heuristic evaluations and multi-method user research (qualitative and quantitative surveys, journey maps, usability testing) to identify user pain points, translated insights using AI into **intuitive interaction designs for 10K+ users** through refined storytelling.
- Built and implemented unit-specific design systems, style guides, and component libraries aligned with UI/UX trends, ensuring faster prototyping, system design, and **WCAG 2.2 accessibility compliance across 15+ responsive pages**.
- Led design and development of high-traffic email campaigns and landing pages in Salesforce Lightning CMS for 10K+ global students.
- Communicated UX vision through wireframes and high-fidelity visuals to align stakeholders with user-centered business objectives.

Bosch Global Software Technologies | Product Designer & Developer

India | September 2019 – November 2023

- Recognized as the **'Creative Thinker'** for delivering innovative, user-centered design solutions and crafting intuitive product interactions.
- Spearheaded the design and development of 8+ live requirement-syncing features in an agile team, for a real-time SaaS-based communication tool to unify PM and developer feedback; that **increased cross-functional productivity by 40%** and enabled teams to work collaboratively.
- Collaborated cross-functionally with stakeholders, PMs and engineers to build a custom design-to-code Figma plugin using HTML, CSS, Design System and React JS, successfully **reducing UI development latency by 38%** while significantly streamlining the design-to-engineer hand-off.
- Influenced long-term product strategy and product direction by advocating for information architecture refinements and prioritizing performance-stabilizing functionality improvements, directly contributing to a **40% increase in overall client satisfaction (CSAT)**.
- Led POCs and mentored junior designers on design practices and participating in design critiques to ensure design consistency.

PROJECTS

The Lillian Project | Product Designer

USA | January 2026 – Present

- Designed a **virtual AI tutor** in Figma for children with dyslexia, replacing intimidating, text-heavy assessments with an accessible conversational UI that uses a realistic avatar to guide students through a natural, stress-free learning experience.
- Built a functional MVP** using Figma Make and Figma MCP Server to show how an AI avatar can 'listen' to a student's speech and adjust the lesson in real-time, creating an interactive prototype that helped the project win stakeholder support.

GIT Creative Agency | Product Designer

USA | August 2025 – December 2025

- Structured a digital user journey with great attention to detail on strategic content and UX writing, for DeepSea Valkyries, a non profit for veterans and trauma survivors, modernizing legacy architectures to optimize complex counseling and therapy enrollment workflows.
- Implemented inclusive design practices and high-fidelity prototypes in Figma, resolving cross-platform and information architecture issues for users with diverse cognitive and physical abilities while increasing engagement and **SEO score by 70%**.

MessageMatch.ai | Product Designer

USA | November 2025 – December 2025

- Collaborated with stakeholders, engineers, and marketers to design a SaaS-based platform that generates personalized ad content tailored to web visitors; initiatives successfully generated leads, reduced bounce rates, and **increased website traffic by 30%**.
- Created and optimized workflows and built comprehensive design systems using Figma, for the web app to manage both the happy path and error handling; utilized an iterative design process to ensure cross-platform compatibility, resulting in an intuitive and fail-proof user experience.

EDUCATION

Arizona State University | Master of Science, Human-Computer Interaction | GPA: 4.0

January 2024 – December 2025

SKILLS

Design: UX Design, Interaction Design, Visual Design, 0→1 Product Design, Low-to-High Fidelity Prototyping, Wireframing, Mobile & Web Design, Scalable Design Systems, Information Architecture, Storytelling, Conversational UI, Cross-channel Design, Design Thinking.

Research: Qualitative & Quantitative Usability Testing, A/B Testing, Heuristic Evaluation, User Journey Mapping, Persona Development, Research Synthesis, and Data-Driven Design Decision Making, Lean UX, JTBD, Cross-functional collaboration, Problem-solving.

Tools: Figma, FigJam, Figma Make, Figma MCP, Sketch, Adobe XD, Photoshop, Illustrator, Miro, JIRA, Cursor, Bolt, ProtoPie, VoiceFlow.

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