

Dhwani Parekh

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PROFESSIONAL SUMMARY

Interaction Designer and UX Researcher with a background in IT engineering. I work across research, brand, and product design to build digital experiences that are easier and more useful for real people. Comfortable taking a project from user interviews to final prototype, and experienced working in fast-moving startup environments.

EDUCATION

Master of Professional Studies in Informatics Northeastern University, Mumbai, India	3.87 GPA Graduated March 2025
Bachelor of Engineering in Information Technology Charotar University of Science and Technology, India	3.52 GPA Graduated June 2022

EXPERIENCE

UI/UX Designer (Freelance) ParekhBrothers Jewellers, Gujarat, India	2025, Ongoing
<ul style="list-style-type: none">Designing the full website for a 100-year-old family jewellery business in Navsari, Gujarat, covering collections, bridal booking, live gold rate display, and the family's history.No e-commerce by design. The site is built to earn customer trust and bring people into the store, with a 4-step appointment booking flow that takes under 60 seconds to complete.Worked within the existing maroon-and-gold brand identity and added BIS hallmark and IGI certification details as visible trust signals throughout the site.	

UI/UX Designer and Graphic Designer (Remote) Built for Impact, Mumbai, India, Canada	November 2024 – April 2025
<ul style="list-style-type: none">Built the brand identity system from scratch: landing pages, dashboards, social media templates, and pitch decks for a startup connecting university mentors with high school students.Audited the existing landing page against core UX principles, flagging hierarchy, CTA, and dual-audience issues, then proposed and documented improvements across all major touchpoints.Designed the <i>Inputs to Impact</i> shareable achievement card, a visual LinkedIn-ready format for students to share their platform activity, now used as the platform's main student deliverable.Sole designer across 6 deliverables, covering two user groups within one visual system.	

PROJECTS

PUBLICUS: AI-Powered Service Navigator Voiceflow, GPT-4, 100 Survey Responses (2024)	
<ul style="list-style-type: none">Designed the conversation flow and UX for a multilingual chatbot that helps newcomers, students, and families find government and community services in Toronto.Ran 100 user surveys before any design work, identifying 4 recurring failure patterns: question loops, dead-end responses, no urgency detection, and English-only access.Restructured the decision tree so urgent requests get a direct answer first, cutting unnecessary follow-up questions in emergency scenarios by 77.8%.Results: 88.9% of users found responses clear and helpful; 84.4% rated their overall experience as highly satisfying; 83.3% confirmed location responses were accurate.	

SKILLS

Design Tools:	Figma, Adobe XD, Adobe Illustrator, Framer, Canva, Miro, Voiceflow
UX Methods:	User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, Information Architecture, Design Systems, Wireframing, Prototyping, A/B Testing
Technical:	HTML, CSS, JavaScript, Python, SQL
Other:	Stakeholder Management, Communication, Time Management

COURSEWORK AND VOLUNTEER

Google UX Design Professional Certificate: User-centered design, accessibility, equity-focused principles, design sprints, and Figma prototyping.
Volunteer: NSS (National Service Scheme); Campus Jam Collage Group, Content Writer and Social Media.