

Ayesha Paryani

Product Designer

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experience

Nexfinity | UI/UX Designer

Sep 2025 | Freelance Project

- Created high-fidelity visual designs for a retail exhibition web application for a company focused in offline commerce digitisation.
- Defined and implemented a style guide, standardizing typography, colors, and UI components.
- Collaborated with stakeholders, ensuring design consistency and seamless implementation.

Margo Networks | UI/UX Designer

Oct 2020 - Mar 2022 | Mumbai

- Designed for internal (vendor) interfaces as well as the native consumer application for an internet access startup.
- Created user flows, wireframes, prototypes and high fidelity designs for multiple applications.
- Collaborated closely with cross-functional teams(Product Managers, Developers, Marketing Executives) to craft end-to-end UX Journeys.

Margo Networks | Software Developer

Mar 2020 - Oct 2020 | Mumbai

- Designed, developed, tested and maintained backend services with Java and Spring Boot.

Accenture | Software Developer

Nov 2018 - Jan 2020 | Mumbai

- Designed and developed and tested ETL data mappings for data migrations of Meter Management Systems.
- Created schedules for data loading in data warehouses and databases.

education

SVKM's Narsee Monjee

Institute Of Management Studies (NMIMS)

2022 - 2023

Postgraduate Diploma in Business Management
(3rd Rank Program Topper)

Mumbai University, TSEC

2014 - 2018

Bachelor of Engineering, Computer Engineering

skills

Design

User Interviews, Affinity Diagramming, User Flows, Information Architecture, Design Thinking, A/B Testing, Design Handoff, Visual Design, High Fidelity Mockups, Prototyping

Tools

Figma, Framer, Webflow, Sketch, Adobe Creative Suite, Principle, HTML/CSS, Protocie, Lottie Files, Miro

awards

SugarBox Ace Of Spade Award

Top performer Award at SugarBox (Margo Networks Pvt. Ltd)