Ayesha Paryani UX/UI Designer

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Experience

Nexfinity | UI/UX Designer (Freelance)
Sep 2025
- Designed a reusable web UI framework (typography, color palette, and key UI components) adaptable across multiple retail exhibitions to ensure visual consistency and faster deployment.
- Created ad and collaboration spaces within the layout to increase visibility for partners and vendors.
- Improved vendor discoverability and user engagement through intuitive navigation & strategic placement of offers.

SugarBox Networks (Margo Networks) | UX/UI Designer
Oct 2020 – Mar 2022 | Mumbai
- Designed end-to-end ecommerce flow for SugarBox, a platform enabling users to stream and shop without mobile data.
- Redesigned onboarding flow, introduced social sign-ins and added contextual onboarding to help users understand value, privacy, and how to connect to SugarBox zones and to reduce drop-offs and increase activation.
- Created the Autoplay Trailers feature to drive engagement and strengthen content discovery.
- Designed connected and offline user journeys to ensure seamless transitions within the app experience.
- Delivered design artifacts including personas, journey maps, information architecture, high-fidelity mockups and interactive prototypes using Figma, Sketch, Miro and Marvel.
- Collaborated with cross-functional teams to maintain stakeholder alignment, ensure design quality with QA, and uphold consistent brand messaging with marketing.
- Recognized with the Ace of Spade Award for great performance and design excellence.

SugarBox Networks (Margo Networks) | Software Developer
Mar 2020 – Oct 2020 | Mumbai
- Developed backend services in Java and Spring Boot to support SugarBox's hyperlocal infrastructure.
- Gained strong technical understanding that later informed design decisions around performance, scalability, and feasibility.

Accenture | Software Developer
Nov 2018 – Jan 2020 | Mumbai
- Built and optimized ETL pipelines for large-scale enterprise data migrations.
- Automated data workflows to reduce manual intervention and increase delivery efficiency.

Education

SVKM's NMIMS University | 2022 – 2023
Postgraduate Diploma in Business Management | 3rd Rank, Program Topper
Thadomal Shahani Engineering College (Mumbai University) | 2014 – 2018
Bachelor of Engineering, Computer Engineering

Skills

Design & Research: User Research, Journey Mapping, Wireframing, Information Architecture, Interaction Design, Design Systems, Prototyping, Visual Design, Usability Testing
Tools: Figma, Framer, Webflow, Adobe Creative Suite, Miro, Principle, ProtoPie, Lottie, HTML/CSS
Strengths: Analytical Design Decisions, Systems Thinking, Collaboration, Design Strategy, Research Synthesis