ANDRÉ PARR
Product Designer

I have a strong affinity for design and 'Design Thinking' to create interfaces, physical or digital. I've moved from computer science, to frontend web development, to graphic design, to web design and now on to UX design. Today, I consider myself a Product Designer, that can work closely with senior business stakeholders and development teams.

I'm currently working as a User Experience Designer with IBM India as part of the iX team in Bangalore.

EDUCATION

M.Des. Interaction Design – National Institute of Design
Studied a research-oriented, theoretical and practical course on Interaction Design
07.2016 – 12.2018

B.Sc. Computer Science – Christ College, Pune
Study of logic, computation, information, electronics and the basics of frontend and backend development
06.2011 – 04.2014

ABILITIES

Design Thinking
Interaction Design
Navigation Design
Info. Architecture
UI & Prototyping
UX Research
Workshop Facilitaion
Usability Testing
Service Design

SKILLS

Figma
Sketch
Adobe XD
HTML/CSS
Illustrator
Photoshop
Procreate
Premier Pro

WORK EXPERIENCE   see next page for job details

Sr. UX Designer – IBM iX, Bangalore
Working closely with product teams and business stakeholders
05.2019 – present

Product Design Freelance – ChefEx, Delhi (Remote)
Designed a social media website, in collaboration with the founder and developers
01.2019 – 03.2019

Product Design Intern – HDFC Life, Mumbai
Completed PG education with an intership researching for and developing an app for senior citizens
06.2018 – 12.2018

Digital Designer & Web Developer – Ultimate Mango, Pune
Worked as a Front-end Web Developer & Graphic, Print, UI Designer at this startup
02.2014 – 07.2016

INTERESTS

Cooking   Cycling   Music Production
Football   Travelling   Making Art   Bartending

PORTFOLIO & CONTACT

🌐 andreparr.com

📞 +91 7875 940 820

✉️ andreparr1993@gmail.com

CERTIFICATIONS

Exterprise Design Thinking Practitioner & Co-creator –
IBM

Psychology of Interaction Design –
IxDF   (in progress)

IBM

IBM iX, Bangalore
05.2019 – present

Senior User Experience Designer –
Co-creating with product teams and business stakeholders, using IBM Enterprise Design Thinking methodology extensively to craft user-centric digital experiences.

PROJECTS

Shell plc – Solutions Hub, Lube Chat, MachineView *

– Enhancing current products (website and chatbot widget) to accelerate business revenue generation and engagement and define the direction for future releases, collaborating with cross-functional teams.

– Involved in defining OKRs, measuring value delivered, playbacks to the business and planning product roadmaps.

– Leading the Product Design for a brand-new CMMS tool.

Shell plc – Vendor Collaboration Tool *

– UX Designer for the Product Team in Shell Data Analytics Hub, conducting Validation Testing of an existing PowerBI reporting tool for retail stores across the Canada region.

– Suggesting improvements based on research and creating a step-wise and staggered execution plan.

– Defining roles for UX and UI, working with and mentoring a Junior Visual Designer.

British Petroleum Procurement

– Conducted remote research and constructed a Service Design Blueprint.

– Co-facilitated Discovery & Define workshops with Sponsor Users and practice leaders at IBM Southbank, London.

– Developed training material for the users, used by thousands of users globally.

– Defined KPIs, conducted baseline surveys, follow up surveys and produced Prove reports.

British Petroleum IT&S – ai@bp

– Leading the UX and UI design for a Sharepoint website, working with a distributed delivery team

– Conducting remote research with key stakeholders and holding Discovery workshops and playback sessions

– Worked, co-creating and developing the website, in an Agile team

IBM Cloud – Cloud Migration Services NBIE

– Understood the requirements for a Non-Binding Initial Estimate (NBIE) as a web-browser based application.

– Created wireframes, screen designs with a clickable prototype and an end-to-end handoff document for the development team.

HDFC Life

HDFC Life, Mumbai
06.2018 – 12.2018

Product Design Intern –
Completed a 6-month internship working in the Digital Transformation team at HDFC Life. The internship was in conclusion of my Post-Graduation Degree from National Institute of Design.

New Zeal

– Worked with the client's CSR faction to design and develop a mobile application aimed to assist the elderly with their day-to-day activities – New Zeal : Assisting the Elderly to help them remain independent.

– Conducted qualitative primary research with users and the business stakeholders to outline personas for the application. Worked with the Android app development team, developed wire frames and screens for version 2 of the app.

– Documented the process extensively in the form of a Graduation Document.

Ultimate MANGO

Ultimate Mango, Pune
04.2014 – 07.2016

Digital Designer & Web Developer –
A direct involvement in design, development and maintenance of over 20 websites, 10 branding projects producing graphic and print collaterals.

– Started as a frontend web developer and picked up training as a graphic designer over the course of 2 years.

– Worked closely with the founder and clients to build quick solutions for clients in short turn-around timeframes.

– Work at Ultimate Mango varied from website design and development, logo design and branding documents, social media marketing and engagement posts, print design collaterals ranging from flyers, standees and t-shirts, to large outdoor hoardings.

ChefEx

ChefEx, Delhi (Remote)
01.2019 – 03.2019

Product Designer –
Worked with the founder and development team, gathered requirements, defined the structure and visual design of the web-application.

– Conducted user interviews and secondary research to build a solution for the product.

– Proposed and defined a Design Language and Design System to be used across the platform.

– Designed an end-to-end user journey and complete responsive set of screens for the product.

* current project