

R. Poornima Parvathy

poornimaparvathy123@gmail.com

+91 9766898207

PRODUCT DESIGNER

www.poornimaparvathy.com

SKILLS

User Research, Information Architecture, Concept Development, User research, Usability testing, Wireframes, Task flows, Competitive analysis, Heuristic Evaluation, Visual design, Prototyping, Design Systems

Problem Solving, Adaptability, Leadership, Collaboration, Communicative, Detail- Oriented, Team Player

EDUCATION

Bachelors in Industrial Design - Interior Space Design

Symbiosis Institute of Design

Human Centered Design Practitioner

HFR&D Academy

TOOLS

 Adobe XD

 Figma

 AutoCAD

 SketchUp

 Illustrator

 InDesign

 Photoshop

AWARDS

Always Striving, Never Settling - 2022 (Twice)

Cognizant Technology Solutions

Ignite Thornado Contest

Best Concept and Innovative Degree Project - 2019

Symbiosis Institute of Design

Furniture From Pattamadai Mats

Can communicate in English, Tamizh, Hindi, Telugu, Malayalam, Marathi

Product Designer with 6 years of experience, including 3+ years as a Senior UX Designer at Cognizant. Currently deep diving into designing Web3 and Crypto products. My focus lies in understanding the human behaviour, their interaction and crafting experiences for them through physical and digital means. Innovation is the key.

WORK EXPERIENCE

Sr. Experience Designer

Cognizant Technology Solutions

July 2021 - Present

- Spearheaded 7 projects with 5 of them successfully implemented live, 2 ongoing. Received 5 rating (the highest) in consecutive performance reviews.
- Proposed an RFP Tracking and Management system to the leadership with data backed research to optimize the system centrally through service design - past the MVP stage.
- Led design strategy development, designed and executed a responsive web application aligned with business goals for an international Life Science brand.
- Created mobile app plugins for a UK based leading Water Industry company. Managed cross-functional collaboration between teams.
- Worked on creating multiple operational dashboards for an international Insurance company, handling their Payments and Contact Center details.
- Conducting User-centered research, translate findings into actionable insights and driving innovation, communicating with clients.

Founder, Chief Designer

Studio Of Poornima Iyer

June 2019 -June 2021

- Founded and led 'Studio of Poornima Iyer,' specializing in handcrafted furniture design and Pattamadai Mats craft to empower weavers and promote it.
- Designed and created a web platform for the new product line after applying UX research methods to improve sales, this move helped increase 100% more sales.
- Achieved remarkable marketing success, securing over 50 clients within just 7 months.
- Pioneered a new product line centered around the handicraft, gaining recognition and sales among prominent interior designers.
- Demonstrated strong leadership, entrepreneurial spirit, and business acumen in creating a successful venture that merges design innovation with social impact.
- After achieving significant milestones, I decided to transition to a corporate role to expand my expertise in UX design and impact larger-scale digital products.

Industrial Designer- Funded Project

RuTAG, IIT Madras

November 2018 - April 2019

- Spearheaded a Design Intervention project sponsored by RuTag IIT Madras.
- Addressed the decline in usage of grass mats as a product due to lifestyle changes and contemporary trends - using Primary and Secondary research methods.
- Conducted comprehensive user research, market analysis, SWOT evaluation, surveys, and interviews to discern the need for design intervention in the traditional Pattamadai mats craft of Tamil Nadu.
- Developed 'Oivu', an innovative chair design, integrating traditional grass mats as a load-bearing material through rigorous material testing and trial-and-error methods.
- Authored a published research paper documenting the project's insights, methodologies, and outcomes.