

# R. Poornima Parvathy

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## PRODUCT DESIGNER

[www.poornimaparvathy.com](http://www.poornimaparvathy.com)

Product Designer with 6 years of experience, 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.

## SKILLS

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

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

## 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

## WORK EXPERIENCE

### Creative Lead (Contractual)

ArtVerse

Dec 2024 -Present

- Leading the rebranding, marketing, and design strategy for a UAE based startup - accessories and gifting brand—created brand assets, boosted monthly sales by 135%, and built a strong social media presence.
- Driving global expansion by optimizing international shipping processes and spearheading business development initiatives

### Sr. Experience Designer

Cognizant Technology Solutions

July 2021 - Nov 2024

- Spearheaded 7 projects with 5 of them successfully implemented live, 2 ongoing.
- 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.
- Led and executed 150+ Power BI reports for a global Supply Chain team that resulted in increase in users being able to analyse the dashboards 90% faster.
- Led 0-1 projects, translate findings into actionable insights and driving innovation.

### 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- securing over 50 clients within just 7 months
- Designed and created a web platform for the new product line after applying UX research methods to improve sales, this move increased 100% more sales.
- Pioneered a new product line- centered around the handicraft, gaining recognition and sales among prominent interior designers, empowered the weavers and the craft.
- Demonstrated strong leadership, entrepreneurial spirit, and business acumen in creating a successful venture that merges design innovation with social impact.

### 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 with the project's insights, methods, outcomes.