

PARINITHA (PARI) MARNEKAR

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PRODUCT / VISUAL DESIGNER

PARINITHAMARNEKAR.COM

EXPERIENCE

▶ DATAVISOR INC. / PRODUCT & VISUAL DESIGNER

MAY 2019 - PRESENT , MOUNTAIN VIEW, CA

At DataVisor, I presently work as both a Marketing Visual Designer and a Product Designer. I own two out of five fraud platform products as a Product Designer. In order to implement user-focused and client-requested features, I collaborate with the Product Managers, Engineering team, UI team, and two other designers on the team.

As the designer in the Marketing team, I am able to work on many different projects such as asset design, launching and maintaining our Wordpress website with more than 6000 unique visitors each month, coordinating with our web development agency in getting our designs executed, optimizing landing pages to get 25 percent conversions on forms and creating strong visuals for complicated flow charts and diagrams.

Working in both roles, I am in a unique position to not only create functional designs for products but also bring in more visual aspects to build beautiful, user-friendly interfaces.

▶ INTERNATIONAL TECHNOLOGICAL UNIVERSITY / UX DESIGNER

MAY 2018 - MAY 2019 , SAN JOSE, CA

I designed and executed the main website for the university on Drupal and re-designed the internal education management system (EMS) portal. These improvements were well received by the students and made for a fun and interactive way to keep updated on classes, university offerings and appointment systems.

▶ FREELANCE / UX DESIGNER

OCT 2015 - MAY 2019 , SAN JOSE, CA

▶ VISUAL MAGNETICS / DESIGNER - MARKETING

JUN 2015 - OCT 2015 , SAN JOSE, CA

▶ COMPASS / MARKET RESEARCH

SEPT 2014 - APR 2015 , SAN JOSE, CA

EDUCATION

INTERNATIONAL TECHNOLOGICAL UNIVERSITY / MS DIGITAL DESIGN

2018 - 2019

Projects varied from dynamic UX, product design ownership, motion graphics. Many of the projects were executed in the real-world through internships.

UNIVERSITY AT BUFFALO, SUNY / MS URBAN DESIGN

2012 - 2014

I picked up many design software skills like Adobe Creative Suite, mapping software like ArcGIS, CartoDB.

BHANUBEN NANAVATI COLLEGE OF ARCHITECTURE / B-ARCH

2005 - 2010

SKILLS

DESIGN : Wireframes, mockups and prototypes in Figma and Sketch, Illustrations, icon designs, presentation design in both PPT and Google Slides, motion graphics in Adobe After Effects, asset design in Adobe InDesign

SOFTWARE : Figma, Principle, Sketch, InVision, Adobe Illustrator, InDesign, After Effects, XD and Photoshop, Google slides, and Microsoft Powerpoint, Word.