

# Neha Paralkar

## UI/UX Designer

A multidisciplinary UI/UX designer and marketer with over eight years of experience building engaging digital products for Fortune 500 companies, early-stage startups, and nonprofits.

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## RELEVANT EXPERIENCE

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### UI/UX Designer

June 2023 – Present

Tractio Design

*Tractio is a product design studio that enables traction for early-stage companies through accessible, high-quality design*

- Spearheaded the branding department, driving the overall vision, strategy, and design for creating cohesive and impactful brand experiences.
- Collaborated closely with start-up founders, engineers, and designers to define and craft the ideal user experience for an innovative AI-powered app targeting musicians and songwriters. Developed a user-centered design approach focused on simplifying the user interface and minimizing the learning curve, considering the lack of established mental models for AI-based mobile apps in the music industry. Created wireframes, prototypes, and user flows to visualize and communicate design concepts, iterating on design based on user feedback and testing.

### UI/UX Designer

Feb 2023 – Present

Wellbeing in Entertainment and the Creative Arts

*WECA is a Los Angeles-based mental health nonprofit in the entertainment industry*

- Implemented a responsive web design solution using Wix to enhance user engagement and conversion rates.
- Conducted website audit, usability testing, and user research. Created site maps, user personas, and journey maps and produced design deliverables such as wireframes and high-fidelity screens to improve website navigation and user experience.

### UI/UX Designer

Jan 2023 – Feb 2023

Alaiko

*Alaiko is a German Series A e-commerce fulfillment startup*

- Simplified warehouse processes for warehouse employees and managers to receive and store goods in their warehouses by designing a new app flow and screens resulting in fewer errors and reduced time to complete tasks.
- Reduced design and development time by creating a comprehensive multi-platform design system, including over

90 scalable UI components and documentation to increase adoption and adherence.

- Conducted user research, created user flows for multiple personas, performed an accessibility audit, delivered high-fidelity screens and a clickable prototype for usability testing and validation.

## **UI/UX Designer**

Nov 2022 – Dec 2022

Missouri Justice Coalition

*MoJC is a coalition of criminal legal system advocates working together to raise awareness about the injustice of wrongfully convicted and unjustly imprisoned innocent persons*

- Transformed criminal justice nonprofit's brand vision into a visual identity and responsive website design for its primary user personas, defined the content strategy and provided website copy, created interactive prototypes for usability testing, and performed A/B tests to optimize website sign-ups.

## **UI/UX Designer & Marketing Director**

Jun 2017 – Dec 2022

GreatNonprofits.org

*GreatNonprofits is the leading platform for community-sourced stories about nonprofits*

- I led and executed strategic marketing initiatives to increase the organization's brand awareness, engagement, and revenue.
- Spearheaded a project to design and build a landing page for food nonprofits that would simplify the donation process for donors and increase donations for Greatnonprofits.org. Raised over \$1 mn in three months during the pandemic.
- Conducted user research and interviews with more than 200 donors to uncover what motivates donors to give for a Bill and Melinda Gates Foundation-funded project, collaborated with cross-functional internal and external teams to design wireframes, conduct A/B testing, and edit and publish over 200 videos. Shared the outcomes with over 40K nonprofits which were highlighted in the BMGF newsletter to nonprofits and partners.
- Designed and executed highly successful year-end email marketing campaigns consisting of 20 engaging and personalized emails targeting a donor base of over 200,000 individuals. Utilized A/B testing to optimize email subject lines and calls-to-action, resulting in a 10% improvement in email engagement metrics. Designed visually appealing email templates and graphics aligned with the organization's branding guidelines, ensuring a consistent and professional donor experience.

## **Social Media Manager**

Jun 2015 – Jun 2017

Wealthy Habits

*Wealthy Habits is a nonprofit that provides impactful financial literacy education to ages 11 and up.*

- Implemented a content calendar and scheduling system to ensure consistent and timely delivery of social media posts, resulting in a 25% increase in post frequency and improved audience engagement.
- Designed engaging and shareable content using design tools like Adobe Illustrator for various social media channels, including Facebook, Twitter, and LinkedIn, to drive user engagement and increase organic reach.

## Head - Key Accounts and Network Liaison

Jul 2010 – May 2014

Digitas

*Digitas is a global marketing and technology agency that transforms businesses for the digital age*

- I oversaw client relationships and led the development and execution of digital marketing strategies to drive business growth and achieve client goals.
- Led and managed key client accounts, including Budweiser, DHL, Neutrogena, Clean & Clear, Acuvue, J&J Healthcare, and Siemens, serving as the brand custodian for their marketing and advertising needs.
- Developed and maintained strong client relationships, serving as the primary point of contact and trusted advisor for strategic discussions and account management.
- Led account management and design teams to create and deliver several successful websites, web and mobile app projects.

## Brand Services Associate

Apr 2006 – Apr 2009

Leo Burnett

*Leo Burnett is a global advertising agency*

- Collaborated closely with media clients (Times Now, Sony Sab) to develop and implement effective branding and advertising strategies, leveraging print and billboard mediums to drive successful campaigns and achieve business goals.
- Played an integral role in agency growth by contributing to new business development initiatives and executing special projects that enhanced agency revenue, reputation, and overall stature within the industry.

## Skills

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Design Thinking, User Flows and Journeys, User Experience (UX) Design, User Interface (UI) Design, Visual Design, Wireframing, Prototyping, Information Architecture, Responsive Design, Interaction Design, Mobile App Design, User-Centered Design, Design Systems, User Research, User Interviews, Usability Testing, A/B Testing, Figma, Adobe Creative Suite, Written and Verbal Communication, Analytical Skills, Leadership

## Education

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### Springboard

Certificate - UI/UX Design

### Aston University

Post Graduate Diploma - Marketing Management

### Mumbai University

Bachelor of Mass Media