

Jatin Parmar

www.jatinparmar.com | [Linkedin](#) | parmarjatin23@gmail.com | +919892327744

Certified Usability Analyst (CUA) with 20+ years of experience designing seamless, user-centric experiences for web and mobile applications for **Pricing, Procurement & Supply Chain industries**. I create intuitive digital experiences that drive engagement and efficiency. Specializing in strategic UX design, prototyping, and user-first solutions. I bridge the gap between stakeholders, product management, and development to create scalable, high-impact digital experiences.

Skills

Job Functions	• User Experience Strategy • Prototyping • UI Design • Information Architecture • Usability Testing • UI Guidelines
Tools	• Figma • Sketch • Adobe XD • Photoshop
Language	• HTML • JavaScript • CSS
Platform	• Web Application • Mobile Apps (iOS & Android) • Tablet • Desktop Applications

Portfolio – Web application/ Mobile App/UI Guideline

- 1) <https://jatinparmar.com/UI-UX-Work/Wireframe-UI-Guideline.pdf>
- 2) <https://jatinparmar.com/wireframe/ScreenFlow.pdf>
- 3) <https://jatinparmar.com/UI-UX-Work/StyleGuide.pdf>

Work History

Vistaar Solution Pvt. Ltd. | Principal Architect - User Experience | Jul 12 till date (12 years 8 months)

- **SaaS Pricing Solutions:** Designed and optimized SaaS-based pricing solutions for multinational clients across the Americas & Europe.
- **Enterprise Product Design:** Played a key role in designing pricing solutions for leading global enterprises such as Walmart, Ford, Gallo, 7-Eleven, and ABB.
- **End-to-End Product Design:** Proficient in crafting and refining products from concept to execution, ensuring functional efficiency and design excellence.
- **Stakeholder Collaboration:** Worked in close synergy with product managers, developers, and stakeholders to integrate UX into the product workflow.
- **Usability & Design Improvements:** Led usability initiatives, design reviews, and customer feedback sessions to drive continuous UX enhancements and optimize user experiences.
- **Scalable Design Systems:** Developed scalable and reusable design systems to ensure long-term consistency and efficiency.
- **Agile Product Development:** Thrive in agile, fast-paced environments, seamlessly integrating UX into iterative product development cycles.
- **My responsibilities** include leading the UX process for the project, UX research, conducting UX workshops, process strategy, concept design, UI design, prototyping, usability testing, design review, and cross-team collaboration for product development.

Infosys Ltd. | Lead User Interface Designer | Dec 11 to Mar 12 (4 months)

- Designed UX repository portal for product listing, comparison, search, and form pages.
- Created wireframes and visual designs for web, iPhone, iPad & Android.
- Conducted research on UI patterns and usability best practices.

Global eProcure (GEP) | UX Team Lead | Mar 09 to Nov 11 (2 years 9 months)

- Designed Supply Chain Procurement solutions (Auction, Supplier, Contracts, Purchase & Spend Analysis).
- Collaborate with business analyst teams (PMG Group) to develop wireframes.
- Conducted user interviews and SME discussions to understand How, What, and Why needs to be delivered.
- Developed UI patterns library to make it reusable across other modules.
- Mentor and train other members of the User Experience Design team.

Kreeda Games India | Sr. UX Designer | Oct 07 to Mar 09 (1 years 5 months)

- Designed brain training games for users aged 45+, improving cognitive engagement.
- Conducted usability testing; achieved 89/100 usability score.

Datamatics Ltd | UI Designer | Jun 06 to Sep 07 (1 years 4 months)

- Designed Ticket Office Machine (TOM) POS system for automated fare calculation.
- Recognized as part of Innovative Design Team.

Neema Graphic (Bahrain) | Web Designer | Jan 05 to Mar 06 (1 years 3 months)

- Website design for SMS portal & corporate website.

Education & Certifications

- **Certified Usability Analyst (CUA)** – Human Factors International (HFI), 2008
- Diploma in Web Designing – Image Institute of Digital Technology, 2001
- BCom – Mumbai University, 2004

Awards & Recognitions

- Received special incentive for sales support for 2013 in Vistaar Technologies Pvt. Ltd.
- Auction project for ease of use, design & UI Testing in Global eProcure (GEP).
- Part of Innovation team for Tom project (UI Design) a desktop application in Datamatics Ltd.