

# Parisha Chavan

## UX Researcher

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Mumbai City 400057, Maharashtra, India

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### RESEARCHER AND STRATEGIST

Research strategist coordinator with industry experience in higher education and information digital product design. Proven ability to work in teams across a range of projects and contribute to qualitative and quantitative user experience project planning, development, and analysis. Product design knowledge and skills encompass both the digital and physical worlds, with degrees in both management and industrial design.

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### PROFESSIONAL EXPERIENCE

#### Pratt Institute

September 2022 - April 2024

**Special Project : Department of Institutional Research partnership with Center for Career and Professional Development**  
**First Destination Researcher**

- Conducted detailed research on student information for the First Destination Survey. This included demographic analysis, behavioral patterns, and engagement levels to better understand the needs and preferences of the target audience. The research was documented and systematically entered into the Handshake platform, ensuring data accuracy, accessibility, and readiness to support targeted campaigns.
- In this role, responsibilities included conducting comprehensive market research to gain insights into industry trends, user preferences, and competitor activities, which were critical for refining outreach strategies.
- Targeted marketing strategies were developed and executed to enhance brand visibility and increase student engagement. These strategies involved designing digital marketing campaigns that utilized email outreach and social media to reach a wider audience.

#### Accenture

August 2021 - August 2022

#### mySP Project

#### User Experience Engineering Analyst

- In the **mySP project**, as an integral part of the **core user experience research team of 4 individuals**, conducted both qualitative and quantitative research to deeply understand user needs and preferences. Research included using a variety of methods such as **user interviews, surveys, usability testing, persona development, and creating user journey maps**. This comprehensive approach enabled us to uncover essential insights into user behaviors, pain points, and expectations.
  - Analytical skills were leveraged to interpret research data and **identify patterns and trends** that informed design improvements. Actionable recommendations were delivered based on these insights, aiding the team in making well-informed design decisions aligned with user needs. Additionally, design tools were utilized to create detailed **wireframes, interactive prototypes, and user flows**, facilitating collaboration and helping to visualize and validate design concepts before development.
  - Experience includes applying design thinking principles to problem-solving, ideation, and innovation processes in design thinking workshops for product development.
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### EDUCATION & CERTIFICATIONS

#### Pratt Institute

Design Management MPS - 3.85 GPA,  
New York City, NY, United States of America

#### School of Design, UPES

Bachelor's in Industrial Design,  
Dehradun, Uttarakhand, India

Certification- California Institute of the Arts  
UX Design Fundamentals

### SKILLS

**DESIGN:** Design Thinking | UI Graphics | Strategy & Visual Presentations | User Flow | Concept Sketches | Wireframes | System Design | Prototype | Data Synthesis | Usability Testing

**TOOLS:** Adobe Photoshop | XD | InDesign | Illustrator | Figma | Tableau | Microsoft 360

### LANGUAGES

English  
Marathi  
Hindi  
Gujarati