

Khushali Parekh

UX/Product Designer | Philadelphia, PA (Open to relocation)

+1 410-940-5740 | Portfolio: khushaliparekh.com | linkedin.com/in/khushali-parekh/ | khushali.parekh4@gmail.com

Multidisciplinary designer+visualiser, passionate about creating intuitive, data-driven experiences across SaaS products, mobility, and health tech. I translate user insights into high-impact, visually rich interfaces, dashboards, and AI-enhanced workflows that drive results and delight users.

WORK EXPERIENCE

Product Designer

Securis360 / Pittsburgh, PA, USA (Remote) / Cybersecurity SaaS

Mar 2024 - Apr 2025

- Led design of **corporate website**, improving clarity, usability, and visual hierarchy for business clients, increasing usability by **35%** based on post-launch feedback
- Structured complex cybersecurity content** to make technical information accessible for target audiences
- Facilitated stakeholder workshops** and partnered with PMs, engineers, and stakeholders to align research insights with feature development, leading to a **40%** reduction in rework

User Experience Designer

Dreamz Rent-A-Car / USA, Remote / Mobility Platform

Oct 2023 - Feb 2024

- Designed and iterated on booking flows for a **multilingual mobility platform**, reducing bounce rates by **35%**
- Supported **user testing sessions** and **A/B experiments**, translating feedback into design decisions

UX Designer

Saathealth Pvt. Ltd / Mumbai, India / Health Tech

May 2021 - Aug 2022

- Revamped a mobile platform for **low-literacy users**, increasing user engagement by **60%** in 3 months
- Designed **B2B SaaS dashboards** to pitch and deliver healthcare insights to partner organisations
- Ran **20+ usability tests** and behaviour interviews to refine user journeys, reducing user errors by **30%**
- Partnered with **cross-functional teams** (product, engineering, content) to shape early product direction in health tech

EDUCATION

Drexel University Philadelphia, PA, USA

Master of Science in Human Computer - Interaction & UX | GPA: 3.93/4.00

Coursework: User Experience Design, Cognitive Psychology, Prototyping and Design Tools, UX Research Methods in HCI

NMIMS School of Design Mumbai, MH, India

Bachelor of Design (B.Des) - Humanizing Technology

Coursework: Human-Centered Design, Visual Communication, VR/AR, IoT Design, User Research, Behavioural Sciences

SKILLS

UX & Product: Mobile and Web UX/UI, User Research, Wireframing, Interactive Prototyping, Heuristic Evaluation, Accessibility (WCAG), Data-Informed Design, User Experience Design, Behavioural Analysis, Usability Testing, Visual Communication, Design Systems, Product Strategy, Interaction Design, Data Visualisation, Journey Mapping, Competitive Analysis, Personas, User Flows, Information Architecture, SCRUM, Gamification, Agile Methodologies, Human-Centered Design, Developer Handoff, Storytelling, Microinteractions, Design Documentation

Design Tools: Figma, Figjam, Sketch, Balsamiq, Unity, UserTesting, Protopie, Framer, Lottie files, Adobe Creative Cloud (Photoshop, Illustrator, Premier Pro, After Effects, Adobe XD), InVision, Miro, Optimal Workshop, Zeplin, HTML, CSS, Lovable AI, Midjourney, JIRA, Procreate

Leadership: Empathy, Cross-Functional Collaboration & Communication, Growth Mindset, Feedback Integration

PROJECTS

Chingu Voyage – Beacon App Philadelphia, PA

Jul 2025 - Aug 2025

- Collaborated in a 6-week sprint with a remote team to design the Beacon App, improving patient-family communication through dashboards, notifications, and usability-driven flows

Harvard T.H Chan School of Public Health - D Lab Boston, MA (Remote)

Oct 2023 - Mar 2024

- Participated in a 6-month global 'Sketch Tomorrow' speculative design initiative; uncovered insights gathered from 15+ countries to propose future-ready user systems and interactions