Jinali Parsana

Product Designer | Experience Designer

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EXPERIENCE

Design Lead   Jul 2021 - Jul 2023, India

Leaf Studios

- Led the UI design as a freelancer with the accountability of the design system and created web designs, promotional product marketing design campaigns, packaging design, colour iterations of product with market study for more than 25 products, utilizing Figma, Keyshot 3d, Fusion 360, Adobe creative suite, Cinema 4d.
- Collaborated with product and development teams on 8 core projects, enhancing overall user experiences.
- Tutored and trained junior employees with the design language and concepts while communicating and brainstorming different strategies

Product Designer   Apr 2022 - Nov 2022, India

Xtra

- Designed headphones tailored for metaverse platforms focusing primely on colour, material, graphics and finish. Drew inspiration from the Lazy Lion community, Forging their culture and values into the headphone design, creating a strong connection between the brand and its target audience. Further designed visually captivating packaging design for the brand language.
- Collaborated with manufacturers to iterate and bring the vision to reality in a possibly mass manufacturing method and conducted user testing and feedback sessions, iterating on design elements to enhance user satisfaction.

Summer Internship   May 2021 - Jul 2021, India

Industry Development Network

- Designed a portable tea-maker under Mr. Pradeep Chowdhary.
- Focused on product development and manufacturing details, after discussing with experts from Industrial Design domain.
- Collaborated in a diversified team to find insights using design thinking and ideated user-centric concepts. Detailed and mock pitched the project to potential clients.

EDUCATION

MS in Experience Design   Sep 2023 - May 2024, Boston, USA

Northeastern University

4.0 GPA

B.Des in Industrial Design   May 2018- May 2022, Ahmedabad, India

GLS Institute of Design

3.9 GPA

Based in Boston/
Open to relocate

Tools

In Design, Illustrator, Figma, Keyshot, Photoshop, Sketchbook, Rhino 3D, Fusion 360, Solidworks, Cinema 4d, Lightroom, Tableau

Design Skills

Wireframing

Design UI/UX

Design Thinking

CMFG Design

Data analysis

Data visualisation

Information architecture

Concept development

3d modelling   & Rendering

Prototyping

User study & Research

Journey mapping

Story boarding

Experience Mapping

Notation Design

Persona and scenario

Human-Centered AI Design

Social

https://www.behance.net/jinaliparsana_id

Languages

English

Hindi

Gujarati