

VIRAJ PARAB

Senior Product Designer

- UX Strategy
- Enterprise SaaS
- BFSI
- AI Products

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years of experience designing enterprise SaaS, BFSI, AI-assisted, data-intensive and consumer products. Experienced in solving complex workflow and usability problems through UX research, information architecture, interaction design, prototyping, usability testing, design systems and high-fidelity UI design. Strong experience partnering with Product Managers, Engineers, SMEs and business stakeholders to translate complex requirements into simple, scalable and production-ready experiences.

CORE SKILLS

Product Design	Product Strategy, UX Design, UI Design, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems
UX Research	User Research, Stakeholder Interviews, SME Interviews, Persona Development, Usability Testing, Heuristic Evaluation, Competitive Analysis, Research Synthesis
Enterprise UX	Enterprise SaaS, BFSI, FinTech, AI Products, Data-Intensive Products, Workflow Design, Dashboard Design, Complex Forms, Responsive Design
Collaboration	Product Management, Engineering Collaboration, Stakeholder Management, Design Handoff, Design QA, Agile Product Development

PROFESSIONAL EXPERIENCE

NEOSOFT		Mumbai
Senior UX Designer / Senior Product Designer		
Client and project assignments across BFSI, Law Enforcement, Consumer and Enterprise products		
Jun 2026 – Present	Bisleri – Bottles for Change	
	PROBLEM STATEMENT	The initiative needed a credible digital presence to explain its work and encourage participation from households, schools, housing societies, corporates and NGOs. There was no existing website to iterate on.
	PROPOSED SOLUTION	Designed a new website with clear information architecture, audience-focused content structure and user journeys that communicate the initiative and guide users toward participation.
	MY OWNERSHIP	- Owned the project end-to-end from stakeholder interviews and competitive research through final UI and launch support. - Defined information structure, user flows, wireframes and high-fidelity UI for multiple audience groups. - Collaborated with stakeholders through design reviews and iterations.
	OUTCOME	Website launched with strong internal and client feedback.

Apr 2026 – May 2026

● New York Police Department – Forms Portal

PROBLEM STATEMENT

The existing forms experience contained redundant and tedious flows that created friction during complaint/form completion and contributed to user drop-off. The project was delivered under a tight timeline.

PROPOSED SOLUTION

Redesigned the experience around a guided, conversational and mobile-first form flow, simplifying complex steps and reducing unnecessary interactions.

MY OWNERSHIP

- Interviewed SMEs to identify user pain points, workflow issues and improvement areas.
- Analysed existing form flows and simplified redundant steps.
- Designed guided conversational interactions that reduce uncertainty during form completion.
- Introduced mobile-first UX principles and delivered the project within a time-constrained schedule.

OUTCOME

Estimated **30%** reduction in complaint-registration user fall-off.

Nov 2025 – Apr 2026

● Ingenero Technologies – Product Portal & White-Label UX Revamp

PROBLEM STATEMENT

Existing product portals required UX and workflow improvements, while individual sub-products needed to become more standalone and marketable.

PROPOSED SOLUTION

Reworked product experiences into modular, feature-rich and white-label-ready interfaces with improved usability, consistency and visual quality.

MY OWNERSHIP

- Analysed existing processes and user flows and identified opportunities to simplify product experiences.
- Led design from research and wireframes through high-fidelity UI and prototypes.
- Developed a dark-theme UI through internal team testing.
- Handled design quality control across multiple products and redesigned legacy portal interfaces.

Jun 2025 – Nov 2025

● SoundThinking – CrimeTracer Portal

PROBLEM STATEMENT

The CrimeTracer platform required a more usable experience for complex crime intelligence workflows across multiple personas, with faster access to investigative information.

PROPOSED SOLUTION

Redesigned key workflows and interactions with a focus on simplified navigation, clearer information presentation and faster investigative drill-down.

MY OWNERSHIP

- Contributed to end-to-end UX research, workflow analysis, wireframing, prototyping and high-fidelity UI.
- Worked closely with UI developers to move designs into production under tight deadlines.
- Collected stakeholder and SME feedback and incorporated critical requirements across personas.
- Created AI-based sales demonstration experiences.

OUTCOME

Estimated **35%** improvement in suspect drill-down time.

Feb 2024 – May 2025

● Axis Bank – Saksham Portal

PROBLEM STATEMENT

Banking agents navigated complex internal workflows while assisting customers. Excessive scrolling, difficult navigation and inefficient information hierarchy increased the effort and time required to find support functions.

PROPOSED SOLUTION

Redesigned information architecture, navigation and dashboard experiences so agents could find functions faster and complete support workflows with less interaction effort.

MY OWNERSHIP

- Owned complete UX and UI design for the Saksham Portal.
- Analysed internal workflows and simplified complex user flows.

- Designed dashboard variations for different user personas.
- Introduced persistent sidebar and floating navigation to reduce scrolling and improve function discovery.
- Improved information hierarchy and screen real estate across the portal.
- Collaborated with stakeholders and developers through design iterations and implementation.

OUTCOME

Reduced agent support call duration by **33.8%** and improved Agent Satisfaction Score by **34%**.

Sep 2023 – Mar 2024

● Sony Pictures Networks – Website Experience Revamp

PROBLEM STATEMENT

The website needed a more modern and engaging experience that better supported different viewer needs, improved navigation and increased content engagement.

PROPOSED SOLUTION

Redesigned the experience around viewer personas, improved content architecture and introduced interactive formats for a mobile-first content discovery experience.

MY OWNERSHIP

- Led complete website UX/UI redesign.
- Conducted persona research using viewership data and translated findings into user flows and content architecture.
- Introduced polls, quizzes and short-form video highlights.
- Designed personalized recommendations and simplified navigation.
- Created low-fidelity wireframes, high-fidelity UI and prototypes before implementation.

OUTCOME

Designed the experience to increase content engagement and session duration through interactive content and personalized discovery.

Jul 2023 – Aug 2023

● Times Pro – Recruitment Portal

PROBLEM STATEMENT

Times Pro required an integrated recruitment experience within its certification platform for job seekers and employers.

PROPOSED SOLUTION

Designed a recruitment portal connecting certification profiles with job discovery and employer candidate-search workflows.

MY OWNERSHIP

- Owned the project from research and discovery through wireframing and final design delivery.
- Designed job seeker profiles, job search/application flows and employer candidate-filtering tools.
- Created and maintained a design system.
- Maintained visual and functional consistency with the existing Times Pro website.

Apr 2023 – Jul 2023

● Tickerplant / 3.0 Verse – Crypto Trading Platform

PROBLEM STATEMENT

The trading platform required clear experiences across rewards, subscriptions, automated trading and asset-swap workflows.

PROPOSED SOLUTION

Designed modular trading and supporting experiences with clear information hierarchy, intuitive onboarding and reduced interaction friction.

MY OWNERSHIP

- Designed the trading portal and website UX/UI.
- Created reward-point icons and subscription-plan interfaces with clear pricing hierarchy.
- Designed automated trading bot onboarding, performance visualisation and strategy tracking.
- Designed end-to-end asset swap flows and collaborated with developers to resolve implementation constraints.

- Managed the full design cycle from wireframes and stakeholder reviews through iterative refinement and production-ready assets.

ENGATI

UX Designer

Aug 2020 – Mar 2023
Mumbai

PROBLEM STATEMENT

Conversational AI products required intuitive product experiences across multiple portals, dashboards and responsive web applications while maintaining consistency across the product ecosystem.

PROPOSED SOLUTION

Designed and evolved responsive product interfaces, dashboards and design systems that simplified complex conversational AI workflows and improved consistency across products.

MY OWNERSHIP

- Progressed from Visual Designer to UX Designer while contributing to conversational AI products.
- Owned UX activities from research and ideation through wireframing, prototyping and testing.
- Worked across three product portals and designed product interfaces and dashboards.
- Created and maintained design systems and responsive web experiences.
- Collaborated with Product, Engineering and Marketing teams to improve usability, visual consistency and customer engagement.

SELF-EMPLOYED – FREELANCE DESIGNER

Feb 2020 – Aug 2020
Mumbai

PROBLEM STATEMENT

Clients required clear visual identities and consistent brand communication across their marketing touchpoints.

PROPOSED SOLUTION

Created custom brand identities and visual systems aligned with client requirements.

MY OWNERSHIP

- Designed logos for multiple clients.
- Created brand guidelines and supporting visual identity assets.

EDUCATION

2016–2019

Bachelor's Degree, Information Technology
Pillai College of Arts, Commerce and Science

2017–2021

AAIP, Arts, Entertainment and Media Management
Arena Animation

CERTIFICATIONS

- Introduction to User Experience
University Of Michigan
- Evaluating Designs with Users
University Of Michigan
- Principles and Processes
University Of Michigan
- Understanding User Needs
University Of Michigan
- User Experience in Game Design
Epic Games
- Usability Testing with Hotjar
Coursera