

Parth Loliyana | Senior Product Designer

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Location: London, United Kingdom

Experience (8+ years)

Senior Product Designer @PublicisSapient, London (Jan 2023 - Present)

Client: Lloyds Banking Group and NatWest Commercial Bank

- Delivered high-priority requirements through collaboration with product and technology teams using Agile methodology.
- Led the design research phase, by conducting discovery and ideation workshops to gather evidences and support design decision-making.
- Advocated and implemented creative workflows to ensure process documentation.
- Delivered timelines and mapped key milestones to guide the design team through the project release plan.
- Utilised Figma to deliver high-fidelity accessible UI components and contribute towards building the existing design system and UX patterns.
- Defined and monitored KPIs after the product release. The designs generated £20,000+ in revenue and increased adoption by 1% within the first 4 months.

Skills: Project planning, information architecture, user journey maps, prototyping.

Design Instructor @ExperienceHaus, London (Sep 23 - Present)

- Teaching an in-person service design course to a group of 8 students.
- Delivering theory on topics such as Design Thinking, qualitative and quantitative research methods, systems thinking and prototyping (using Figma).
- Mentoring and coaching students by providing actionable feedback on project outcomes, helping them develop the value of inclusive and user-centred approach.

Skills: Teaching and mentoring, Double-diamond framework, design thinking

UX Designer and Researcher @TheHoneycombWorks, London (Sep 2021 - Dec 2022)

- Solely managed user research and design, to streamline email communications.
- Conducted qualitative research that surfaced user needs and pain-points.
- Secured £32,000+ in funding through collaboration with marketing and research team to create a pitch around the value of DEI platforms.

Skills: User Interviews, concept generation, creating pitch decks, critical thinking

Co-founder @XCHNGMarketplace (Jan 2021 - Sep 2021)

- Executing a design-led product development approach.
- Recruited and worked with external agencies to develop end-to-end journeys.
- Collaborated with API vendors and managed communications with agencies.
- Created business process diagrams, service blueprints and project delivery plans to help investors understand core user journeys and value propositions.
- Conducted visual QA and accessibility checks on the app developed by engineering.
- The company secured £25,000 in funding through the MVP.

Skills: Entrepreneurship, Product Delivery Manager, Business workflow diagrams, profitability matrix, design delivery, app launch documentation

UX Designer (Mid-Senior) @DeloitteDigital (Jan 2018 - Jul 2021)

Clients: Pfizer, Southwest Airlines, HPE GreenLake, Honda Financials and SoFi Stadium

- Driving product discovery and ideation (crazy-8s) through collaborative workshops.
- Developed user-centred design that enhance efficiency by creating artefacts such as information architecture, user journey maps, user flows, wireframes and prototypes.
- Conducted on-site and remote user interviews to gather information on customer behaviours and inform key design assumptions.
- Evangelise the idea of design by sharing my learnings on 'working as a UX Designer in emerging technologies' such as blockchain and voice assistants.

Skills: Presenting designs, leading UX deliverables, conducting workshops, creating user journey maps, Information architecture, user flow, high-fidelity prototyping

Education

MA User experience Design @UAL:London College of Communication (2021-2022)

BDes Product Design @NIFT (2013-2017)

Achievements

Speaker/Panelist: Staying ahead of the curve with Service Design (2024)

Presenter: Creating knowledge through making (2024)

Presenter: Co-Creation - Beyond Design Thinking (2023)

Visiting Alumni: London College of Communication MA:UX (2023-present)

Hall of Fame Winner: Lloyds Banking Group (2023)

Winner: UAL International Postgraduate Scholarship (2021)

8 Performance Awards: Deloitte Digital (2019-2020)