

# Parth Loliyania | Senior Product Designer

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Location: London, United Kingdom

## Experience (8+ Years)

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

Studio Impact

- Increased studio revenue (**~£360,000**) by onboarding designers on client projects.
- Delivered **3 keynotes** advocating the value of **AI powered design workflows** to increase process efficiency and design quality.

Client: NatWest Commercial Bank (Mar 2024 - Present)

- Reduced customer attrition and **safeguarded £1B+** in deposits by reducing account opening time from months to **under 5 mins**.
- Facilitated stakeholder alignment through discovery workshops and design briefs, aiding in securing **~£100K in project funding**.
- Consistently delivered interactive prototypes scoring **90+** on System Usability Scale.

Client: Lloyds Banking Group (Jan 2023 - Mar 2024)

- The proposed designs for Lloyds Travel generated **£20,000+ in additional revenue** and increased **adoption by 1%** within the first 4 months.
- Utilised Figma to deliver high-fidelity accessible WCAG Compliant UI components.

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### Design Educator @ExperienceHaus, London (Sep 23 - Present)

- Delivered **120+ sessions** on design thinking, research methods and prototyping.
- Mentoring **60+ students**, by providing actionable feedback on project outcomes, helping them develop the value of a user-centred approach.

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

- Secured **£32,000+ in funding** through collaboration with marketing and research team to create a pitch around the value of DEI platforms
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**Co-founder** @XCHNGMarketplace (Jan 2021 - Sep 2021)

- The company secured **£25,000** in funding through the MVP.
  - Executed a design-led product development approach.
  - Recruited and worked with external agencies to develop end-to-end journeys.
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**UX Designer (Mid-Senior)** @DeloitteDigital (Jan 2018 - Jul 2021)

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

- Developed user-centred design that enhanced efficiency by creating artefacts such as information architecture, user journey maps, user flows, wireframes and prototypes.
- Shared my learnings on working as a UX Designer on **blockchain and voice assistants**.

## Education

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**Master's in User experience Design** @UAL:London College of Communication (2021-2022)

## Achievements

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**Speaker:** Building AI Agents for designers (2025)

**Speaker:** Vibe coding with Google AI studio (2025)

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

**Presenter:** Creating knowledge through making (2024)

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

**Hall of Fame Winner:** Lloyds Banking Group (2023)

**Winner:** UAL International Postgraduate Scholarship (2021)

**8 Performance Awards:** Deloitte Digital (2019-2020)

## Skills

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Product Design, Prototyping, Design Leadership, AI assisted workflows, Mentoring, Thought Leadership, Public speaking

## Tools

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**Figma** for production ready design, **n8n** for configuring design workflows,

**Google AI Studio** for micro interactions, **Jira/Confluence** for design management