Kish Parikh

kishparikh18@gmail.com // 510.364.0437 // www.kishparikh.me

Full Stack UX Designer, building at the intersection of user research, visual design, and code. Double major in Creative Computing & Psychology at Southern Methodist University (c/o 2022).

Design Experience

Inkwire // UX Design   March 2020 - Present
- Lead cross functional workshops with founder and various stakeholders
- Conducted end to end user research, understanding the dynamic of a two sided marketplace through interviews, personas and journey maps
- Prototyped a mobile app, implementing a complete badging and portfolio creation system
- Developed brand and UX systems across the product, including mobile UI, logo, illustrations, and landing page

Soldier Logistics // Web Design   December 2020
- Increased landing page conversion and helped clarify brand identity & value proposition by designing and developing a cleaner and more functional Soldier Logistics Group website.

Brisk // Mobile Product Design   October 2020 - Present
- Designed a mobile app to reimagine the in-person shopping experience in the post-COVID environment
- From research to design, and then from testing to presenting, developed a cohesive product as part of SMU's UX Bootcamp

Fred Lake // UX Design   June 2020 - September 2020
- Initiated project to improve online purchase experience through user research, stakeholder interviews, and other design thinking methodologies
- Improved conversion, reduced purchase time, and overall enhanced customer experience through a redesigned eCommerce website

Billion Chants // UX Design Intern   June 2020 - August 2020
- Helped the Billion Chants daily livestream appeal to a younger and more skeptical audience, accomplished via an in depth UX process
- Conducted a competitive analysis, user interviews, research on religious chanting, informational web pages, and more to help attract more viewers

Research Experience

SMU ADAPT // Research Assistant   May 2020 - Present
- Perform in-depth, quantitative data analysis and academic writing under Dr. Priscilla Lui in the Acculturation, Diversity, and Psychopathology Lab; Author on three (soon-to-be) published papers

SMU Student Affairs // Research Assistant   October 2019 - Present
- Design studies, collect qualitative data, interview participants, and implement other mixed-method tools to improve student experience and inform university policy; Presented findings at NEANN 2020 and will present at NASPA 2021

Skills

Prototyping/Web Design
- Figma, XD, Sketch, Webflow, Wix, Squarespace, Wordpress, Adobe Creative Suite, Invision, Framer

User Research
- Qualtrics, SPSS, User interviews, journey maps, personas, literature searches, competitive analysis, usability testing, data analysis, A/B testing, moderation

Other Tools
- Invision, Trello, Git/Github, Mural & Miro, Invision, Microsoft Office, Mailchimp, Adobe Creative Cloud, Final Cut Pro, Procreate, Zapier, Airtable, Zoho, Maya

Programming
- HTML, CSS, C++, Java, Javascript, Git, CMS

Awards

Research
- Featured in SMU's 2019-2020 Impact Report
- Presented findings at NEANN 2020, NASPA 2021, and Harvard
- Author on four (soon-to-be) published peer-reviewed journal articles

Education

Southern Methodist University
- B.A. Creative Computing ('22)
- B.S. Psychology ('22)
- UX Design Certificate ('21)