

# Takshak Parmar

UX | Product | Interaction Designer

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 www.takshakparmar.com

## Experience

### Amazon - UX Designer

August 2019 - Present | Seattle, WA

- Worked with Data scientists, PM's, SDE's, and Talent management executives to solve problems for over 1 million internal customers in the succession planning, talent search, and development domain.
- Solved customer problems in conjunction with Accountants, Financial Business partners, PM's, and SDE's for internal and external bussiness in the Intercompany accounting, Ledger reporting, and automation testing space.

### Virtusa - Sr. UX Consultant

July 2018 - July 2019 | Pittsburgh, PA

- Consulting with PNC bank as a Senior UX designer. Worked towards re-launching their line of retail lending products (mortgage and collateral) across web and mobile platforms.
- Successfully created user centric MVP while workng across teams with UX designers, developers, product owners, legal & compliance, and marketing teams to maintain consistency through product line up.

### IUPUI - UX Researcher/Designer

August 2016 - May 2018 | Indianapolis, IN

- Shepherded multiple research projects in social gerontology where intensive user research, analysis, and iterative design led to the creation of multiple deployable prototypes.
- Lead data collector and analyst for NIH funded "Sleep Study" to understand sleeping patterns in older adults with dementia.

### Gravity Drive - UX Designer

July 2017 - April 2018 | Indianapolis, IN

- Designed a mobile based event ticketing system for large events. Performed extensive field observations, competitive analysis, contextual inquiries, and journey maps for navigation to inform final design.
- Created user personas, affinity diagramming, and iterative wireframing to provide actionable solutions to client.

## Education

### Indiana University (IUPUI)

MSc - Human Computer Interaction

August 2016 - May 2018 | CGPA - 4.0

### DAIICT

B.Tech - ICT

July 2016 - May 2016 | Gujarat, India

## Skills

### Design

Sketch | Adobe XD | Lightroom | InDesign | Figma

### Prototyping

Invision | Balsamiq | Marvel | Moqups | Axure

### Research Methods

Interviews | Survey | Competitive Analysis | Persona | Journey Mapping | Affinity Diagramming | Contextual Inquiry | Usability Testing | Heuristic Evaluations | Cognitive Walkthrough | A/B Testing | Participatory Design | Ethnographic research | Storyboard | Card Sorting | Experience Maps

## Publication

Richard J. Holden, Yamini L.P. Karnam, Luiz Henrique Cavalcanti, Takshak Parmar, Prasanthu Kodthala, Nicole R. Fowler, Daniel R. Bateman. "Health Information Management Practices in informal caregiving - An artifacts analysis and implications for IT design". In proceedings of International Journal of Medical Informatics (IJMI), Volume 120, December 2018, Pages 31-41.

