

Rashni Parichha

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Highlights

- I have **6+ years of experience** spearheading design teams, solidifying brands, designing sophisticated digital products, crafting captivating illustrations and nurturing client relationships
- Designed the brand identity of Zilliqa, a **2.5 Billion USD** blockchain company (at peak market cap) based in Singapore.
- Worked with the **South Australian Government's** Department of Treasury and Finance, to design an AI-enabled solution that helps them process huge volumes of financial data.
- Led campaign outreach pitches for **Mike Bloomberg 2020, Taylor Swift** and the **Green New Deal** (backed by **Alexandria Ocasio Cortez**) as the Sr. Designer at OutreachCircle.
- Selected by **Maserati** as one of the top 3 concepts for their in-car digital dashboard design
- Designed a dating application for actress **Alisha Boe** from the hit **Netflix show 13 Reasons Why**.

Education

Domus Academy (NABA), Milan

Mar 2016 – Jul 2017

Master in Interaction Design

Jadavpur University, Calcutta

Jul 2010 – May 2015

Bachelor in Architecture

Patha Bhavan High School, Calcutta

Apr 1996 – May 2010

WBBSE & WBCHE

Languages

Bengali Mother Tongue

English Fluent

Hindi Fluent

Italian Basic Proficiency

Technical Skills

Figma, Adobe XD, Sketch, Invision Studio

JIRA, Trello, Asana

GPT Prompt Engg., Image Prompt Engg.

Procreate, Adobe Photoshop, Adobe Illustrator

Adobe AfterEffects, Adobe Premiere Pro, Adobe Audition

Autodesk AutoCAD, Google SketchUp, SU Podium

Work Experience

Emirates NBD, UAE | Product Designer

Aug 2023 – Present

Designed web workflows about payment summaries that require multilevel authorization. Helped build a brand new library for the Corporate and Institutional Banking sector almost from scratch with highly customizable slot components. Added detailed guidelines and documentation for all the UI and UX patterns and components used.

Quinence, Singapore | Sr. Product Designer (Freelancer)

Dec 2021 – Aug 2023

Designed and managed product features for NFT platforms, blockchain brands, and an EdTech platform, while overseeing digital marketing and print materials. Proficiently handled product releases, quality assurance, bug reporting, and client demos as a vital aspect of my role.

Toptal, USA | Digital Designer (Freelancer)

May 2022 – Aug 2023

I have collaborated with a social networking application brand from USA, an AI enabled government dashboard from Australia and a Pet food company from Switzerland. I have designed complex dashboards, print material and gamified experiences for these brands as the sole designer.

OutreachCircle, USA | Sr. UI Designer

Aug 2019 – Dec 2021

I developed a mechanism for delivering white-labeled features in under 15 days and managed nine designers and product managers at OutreachCircle (now PDI). My role also encompassed user analytics and developer handoffs. As the design team lead, I documented feature specs, user stories, and created a design system from scratch, while guiding the team on UI guidelines.

Up Your Game, UAE | UI/UX Designer

Dec 2017 – Jul 2019

I successfully built the brand from scratch, encompassing branding, MVP, gamification rewards, marketing, and training videos. Designed promotional materials for startAD 2018, Dubai, and facilitated a feature on YourStory in 2018 by preparing essential materials.

Innov8 Coworking, India | Design Consultant

Apr 2017 – Nov 2017

Crafted an end-to-end booking application and dashboard, and redesigned a static website, boosting lead generation within three months of deployment. Supervised the in-house designer, offering training for dashboard design, and unified the entire product team.

Experientia, Italy | Interaction Designer

Jan 2017 – Jul 2017

Created a concept dashboard for a leading Italian car manufacturer and analyzed youth spending habits for Intesa Sanpaolo, an Italian bank. Researched DBS's digital banking solution in India, aiding an Italian banking app's growth. Collaborated with Gruppo Torinese Transporti (GTT) for a comprehensive service revamp, both online and offline.

Skillset

PROJECT MANAGEMENT

AGILE Methods

Performance & Lifecycle Tracking

Design Management

User Story Writing

Rapid Prototyping

DESIGN

User Experience

User Interface

Interaction

Illustrations

Print Material

MARKETING

Branding

Video Editing

Animation

Presentation