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## Parth Loliyania

Product + UX + Research

www.parthloliyania.com

loliyania@gmail.com

+44 07990744233

Permitted to work in  
the UK on PSW Visa  
2022-2024

### Education

UAL: London College of  
Communication

MA User Experience  
Design

2021-22

National Institute of  
Fashion Technology,  
Bangalore

BDes. Accessory Design

2013-17

### Competency

Planning design sprints  
Discovery workshops  
Ideation workshops  
Insight generation  
Mentoring fellows  
Designing product pitch  
Wireframes

### Awards

UAL International  
Postgraduate  
Scholarship £5,000

8 Performance Awards  
at Deloitte Digital

*“A London-based Product and Experience Designer with a strong background in research. Design, for me, is a medium to study the past, explore the present and create the future. I approach design from a participatory and co-creation perspective.”*

6+ Yrs

### Work Experience

2021-22

#### The Honeycomb Works, London

User Experience Designer + Researcher

My work primarily focused on conducting design-led participatory research that guided the team in validating hypotheses. I conducted interviews with participants and analyzed the data to identify high-impact focus areas. Contributed to building visual designs and overseeing engagement statistics. Collaborated with the team to create a presentation that helped the company secure funding worth £32,000+ for future product development.

2021

#### XCHNG Marketplace, London and Mumbai

Co-Founder, Everything Design and Tech

I was responsible for the end-to-end product development of the customer-facing app (iOS and Android) and Admin Web platform. I created business process diagrams to help investors understand core experience journeys. The design flows, wireframes, and research helped the company secure £15,000 to build the platform. Furthermore, I also set up channels for shipment fulfillment and order tracking.

2018-21

#### Deloitte Digital USI, Bangalore

User Experience Designer

At Deloitte, I led the UX thread on three client engagements where I was responsible for formulating discovery workshops and managing UX delivery. I presented and co-created artifacts such as information architecture, user flows, and wireframes. Furthermore, I contributed to building the research practice by conducting discovery workshops and sharing my learnings with blockchain technology. Also, I actively participated in the recruiting process and assisted in hiring eight fellow designers.

2016-17

#### TATA Elxsi, Bangalore

User Experience Designer

I gathered knowledge about the different design deliverables. Collaborated with team members to create customer journeys and low-fidelity wireframes. Evangelized the importance of storytelling through video documentation.