

Parul Aggarwal

UI UX Designer · Product Designer · Visual Designer

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 [LinkedIn](#)

 [Portfolio](#)

SUMMARY

Senior UI UX Designer with 5+ years delivering end-to-end product design across high-scale B2C platforms in e-commerce, discovery and retention. Specialises in conversion-focused user journeys, engagement systems, and scalable design infrastructure.

CORE COMPETENCIES

UX Strategy

User Research

Interaction Design

Conversion Rate Optimisation

Information Architecture

Product Thinking

Usability Testing

Prototyping

Wireframing

PROFESSIONAL EXPERIENCE

Smytten - Bangalore

Sept 2022 - Jan 2026

Senior UI UX Designer

- Owned end-to-end UX across core commerce and discovery surfaces — from research and problem framing through final engineering handoff — on a platform serving millions of consumers.
- Improved PDP-to-cart progression by 5% by designing AI-powered review summaries and trust-signal experiences that reduced decision fatigue and accelerated purchase intent.
- Led user research cycles (interviews, usability tests, persona mapping) to surface unmet needs across the trial journey, directly shaping quarterly product roadmap priorities with PMs.
- Drove competitive benchmarking across key verticals; delivered structured analysis that informed feature prioritisation and design direction across product squads.
- Maintained consistent IA across multiple surfaces; produced annotated component specs, interaction notes, and edge-case docs that significantly reduced design-to-dev ambiguity.

Swiggy - Bangalore

Sept 2020 - Sept 2022

Senior Graphic Designer

- Designed high-impact consumer campaigns and in-app visual experiences reaching 10M+ users across the Swiggy ecosystem.
- Led end-to-end production of festive and occasion-based campaigns, maintaining brand consistency across diverse cultural contexts at national scale.
- Built standardised style guides and reusable design templates, reducing production turnaround and enabling leaner execution across marketing and product teams.

EDUCATION

Bachelor of Design (B.Des)

2017 - 2020

Lovely Professional University, Phagwara

Diploma in Graphics, Web Designing, and 2D Animation

2016 - 2017

Maya Academy of Advanced Cinematics, Jalandhar