PARINITA DAS

UX DESIGNER

CONTACT

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- Raleigh, NC

SKILLS

Software skills: Figma, Adobe Illustrator/Photoshop/Indesign, Sketch, Miro, Adobe Creative Suite, Adobe XD.

Strength: Wire-framing, Prototyping, Visual Design, User Testing, Designing for AI/ML and User Research.

EDUCATION

North Carolina State University Raleigh, NC

Aug 2022-May 2025

Degree: Master's in Graphic and Experience Design
CGPA: 3.8/4
Course Highlights: Interface Design, Designing for AI & ML, Service Design

National Institute Of Fashion Technology | Rajasthan, India

Aug 2016-May 2020

Degree: Bachelor of Design
CGPA: 3.1/4

ACHIEVEMENTS

- **Social Innovation Fellows by NCSU** (2024-2025)
- **Recipient of Graduate Student Support Plan Scholarship** (2023-2024)

RELEVANT PROJECT EXPERIENCES

UX Designer
Laboratory for Analytic Sciences | Raleigh, NC   Jan 2024-May 2024

- Designed an AI-driven collaborative tool for intelligence analysts in national security, automating 80-90% of manual documentation within complex systems to reduce unstructured report creation.
- Applied natural language processing and AI to extract actionable insights from unstructured data sources.

UX Designer
SAS | Raleigh, NC   Jan 2023-May 2023

- Developed AI-driven centralized management systems for food distribution.
- Created design systems, and new components, and prepared style guides and asset libraries.

WORK EXPERIENCE

Graduate Research Assistant
North Carolina State University | Raleigh, NC   Jan 2022-Aug 2022

- Worked on creating teaching content for the graduate studio class.
- Participated in feedback sessions.

UX Design Intern
Toshiba Global Commerce| Durham, NC   Aug 2024-Current

- Contributed to Toshiba ELERA's customer facing marketplaces, delivering commerce solutions for in-store retail.
- Led user research to gather customer insights of a scaled customer-facing in-store security dashboard for self-checkout and provided data-driven design solutions for customer needs.
- Resolved a 5-year ongoing project issue by creating and implementing a robust feedback system by improving team collaboration and project efficiency by 30%.
- Collaborate with engineers and product managers by working together to design and develop solutions iteratively.

Graduate UX Designer
HINTS Lab, North Carolina State University | Raleigh, NC   Feb 2024-May 2024

- Designing a pedagogy platform for teaching ML to Computer Science students.
- Collaborate closely with technical engineers, researchers & stakeholders.
- Analyzing UX design research data from user testing, surveys, interviews, and testing to develop innovative solutions for continually improving the user's experience.

Graduate Teaching Assistant
North Carolina State University | Raleigh, NC   Aug 2023-May 2024

- Managed 111 students in Tech Tinkering and Graphic Design Theory, with 98% scoring above 90.
- Provided coaching and feedback on using Adobe CC and Figma for branding and website design.

Graphic Designer
San Francisco, CA (Remote)   Jan 2022-Aug 2022

- Improved design library by 80%, boosting sign-ups by 70%.
- Created 200 illustrated vectors and 320 icons; designed promotional design templates for social media.

Graphic Designer
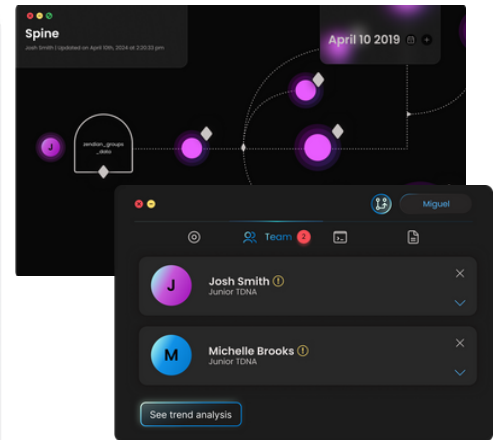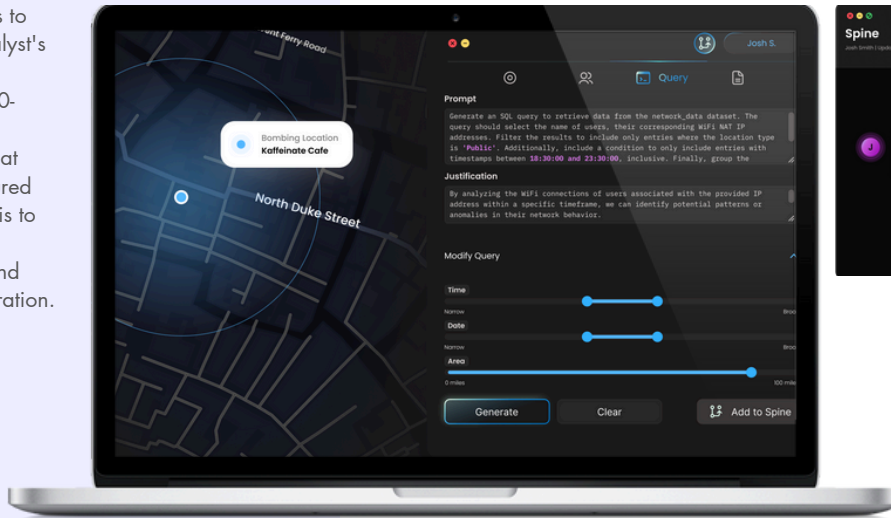**ICC Designs | Rajasthan, India**   Sep 2020-Jan 2022

- Achieved 50% in company revenue growth in five months by planning and executing branding projects.
- Designed typography, logos and icons emphasising brand visual identity.
- Crafted cohesive colour schemes to enhance brand recognition and aesthetic appeal.

SAMPLE WORK

Laboratory for Analytic Sciences | Sponsored project

AI-powered mentoring & automated step documentation tool for intelligent analyst.
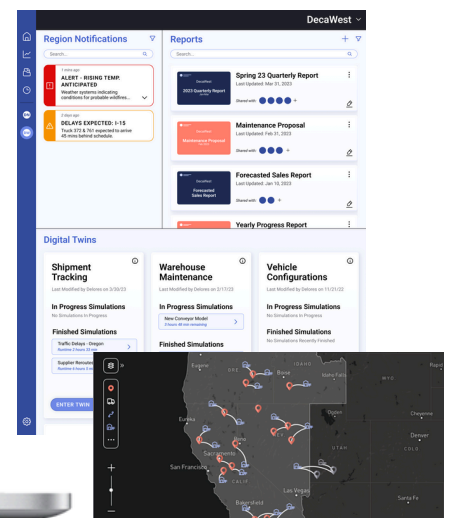
This project seeks to decrease the analyst's workload by addressing the 30-40% of manual documentation that leads to unstructured reports. The aim is to standardize documentation and enhance collaboration.

SAS Institute| Sponsored project

AI-powered supply chain management for food waste mitigation.

The project aims to reduce waste by using AI recommendations, focusing on enhancing the collaboration of various aspects of food distribution logistics.

Lets connect!