Parth Pawar | Product Designer

Product Designer crafting user-centered experiences that merge creativity with lasting impact.

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Professional Experience

Founding Product Designer   2025

ZentiPay | Remote |AI-Driven Crypto Payments | *Case Study*
– Built an AI-first crypto payments platform, designing adaptive onboarding, predictive fee estimators, and intelligent risk cues that streamlined user decisions and increased transaction success by 30%.
– Integrated AI copilots across the product to guide users through wallet setup, gas optimization, and anomaly detection, reducing support friction and improving trust in smart contract interactions.
– Designed a self-learning dashboard that surfaced personalized insights across multi-chain wallets, enabling faster fund management, behavior-based alerts, and dynamic UI responsiveness.

Product Designer   2024

The Point CDC | New York
– Revamped the company website with responsive design, collaborating with engineers and a manager to boost traffic by 25%.
– Spearheaded digital outreach campaigns, increasing community engagement by 30% in 3 months.
– Established robust Wi-Fi network connectivity for over 100+ residents in the Hunts Point community.

Web/UX Designer   2023 - 2024

Office of Diversity, TSOA | New York
– Developed data visualizations and graphics for web pages, increasing engagement with diversity initiatives by 20%.
– Enhanced the annual diversity report design and improved online presence management efficiency by 30%.

Product Lead Designer   2022 - 2023

TransFi | Remote | *Case Study*
– Designed and launched Asia's Web3 crypto transaction system within a tight ten-week timeframe, advancing the region's crypto infrastructure by creating secure, blockchain-integrated interfaces.
– Directed the development of user-friendly and visually engaging interfaces, including a Crypto Wallet Dashboard and a Transaction Analytics Panel, which led to a 30% boost in user engagement by simplifying asset and transactions management.
– Communicated globally across time zones with stakeholders, enhancing development efficiency, reducing time to market by 25%.

UI/UX Designer   2021 - 2022

Monsoonfish | India | *CueTV - OTT Platform , VJ - Vehicle Parking*
– Led the design and successful launch of 8 projects in sectors ranging from government to OTT platforms, achieving a 40% increase in client satisfaction through consistent communication, meeting client expectations, and delivering impactful design.
– Spearheaded end-to-end design responsibilities, from user research to prototyping, leading to a improvement in project efficiency from start to the end and a 35% increase in user retention for deployed solutions.

Intern Researcher   2020 - 2021

IBM | India | *Read Published Paper*
– Utilized machine learning algorithms to develop a model of cancer prognosis, leading to the publication of a notable research paper and advancing the field of genomic analysis.
– Implemented rigorous data security measures for the secure transfer and analysis of sensitive medical data, establishing best practices for patient data confidentiality and trust in medical research.

UI/UX Design Intern   2019 - 2020

Devagraphics | India
– Interned to gain a deeper understanding of UI/UX design principles and their application in the system.
– Assisted in designing and developing a printing press website & collaborated to create innovative printing designs for clients.

Technical Skills

UX Research :	Information Architecture, Wireframing, User Flows, A/B Testing, SEO, User Journey Mapping, Contextual Inquiry, Usability Testing, Persona Development
UI Design :	Accessibility, Interaction Design, High Fidelity, Prototypes, Design Systems, Data Visuallization
Tools & Technologies :	Figma, Sketch, Rive, Adobe Suite, Google Analytics
Coding Languages :	Javascript, HTML/CSS, Python, C++, C, Ruby, Flutter, ReactJs

Education

New York University, New York, USA
Tisch School of the Arts
MPS Interactive Telecommunications | Concentration in Human Computer Interaction

Vishwakarma Institute of Technology, Pune, India
B.Tech Computer Science

Selected Projects

Omakase | New Arcade Game Show, WonderVille | New York, USA *Link to project*   2024
Created a 2 player party arcade game, which brings a sushi restaurant into an Arcade game. Showcased at WonderVille.

Enigma | ITP Winter Show | New York, USA *Link to project*   2023
Interactive physical representation of the deep learning network, represented in the form of a light sculpture.