



EDUCATION

MIT Institute of Design, Pune (2007–2012)

Graduation Diploma in Product Design

TEACHING

Visiting Faculty

- Co-created and conducted a Visual Design Foundation Course at the National Institute of Design, Bangalore.
- UI/UX Design guest lecturer at BMSSA, Bangalore.
- Tested and ran several innovation courses for over 2000 students while at Better By Design.

JUST FOR FUN

Personal Projects

- Creating my portfolio website (WIP) at <https://www.aasthaparikh.com>
- I draw mandalas, tattoo designs and anecdotes to stay sane.
@artpaasta. Gram it!
- I create card games for my friends and family and enjoy hosting game nights and family events.

SKILLS

Core

- Product Design, UX Design, UI Design, CX Architecture, Curriculum Design, Game Design, Teacher Training, User Testing, Workshop & Seminar Design, Design Systems, Prototyping, Design Thinking Methodologies, Facilitation.

Software

- Adobe Suite, Google Suite, Figma, Microsoft Office, WordPress + Elementor, Video editing, Rhinoceros, Corel Draw, Canva, Procreate, Miro, Airtable.

2021–PRESENT

Chief UX Designer, The Happy Factory

- Revamped a website for a Canadian NGO, Books Over Borders.
- Redesigned a software system for Tata Croma's warehouse personnel to manage returned goods inventory from entry to disposition.
- Led the creation of a marketplace for small-scale wholesale buyers and sellers to deal in second-hand products at Blubirch.
- Designed a web application for Amazon personnel to efficiently grade its exchanged and returned products, along with a mobile app that automatically grades multiple used phones.
- Created a web app system for Sangeetha Mobiles dealers to manage, track and evaluate the various exchange offers on new phones.

2016–2021

Lead Learning Experience Designer and Educator, Better By Design

- Built and conducted a year-long design curriculum for 1000+ children with design challenges that enabled them to explore their creativity and become innovators, leading to a shark-tank-like event.
- Co-created the in-house electronics kit 'Khelo' that children can use to showcase their ideas through working prototypes.
- Created an online platform for aspiring young innovators to take up real-world challenges, showcase their ideas and get feedback from peers and mentors.
- Designed and facilitated an online coding camp for 350+ children during the pandemic, along with teacher training.
- Architected and crafted scalable 20-hour innovation summer camps, ran user tests and teacher training, impacting 1500+ students.
- Spent 2 years designing an online innovation game, along with a prototype-building tool that enables children to solve real-world problems through their ideas and creativity.

2012–2016

Senior Product Designer, Experifun

- Designed a range of educational products, gadgets and games that make learning science explorative, discovery-based and fun.
- Led product & design strategy for key initiatives and flagship products.
- Crafted and executed teacher training for the usage of the products.
- Created brand and print media visuals like product manuals, training videos and company collaterals.