

# ARMAAN PARVEZ

Product Designer · UI/UX Designer

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Lucknow, India · Open to Remote & On-site

## SUMMARY

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Product designer with 4 years designing web and mobile products for clients across a wide range of industries, including SaaS, fintech, healthcare, and travel. Preferred Freelancer (top 3% on Freelancer.com) with a 5.0★ rating across 31 reviewed clients and 50+ projects delivered. Owns the full design cycle, from research and information architecture through high-fidelity UI, design systems, and developer handoff, across iOS, Android, and web. Currently co-founding Raasta, a pre-launch travel app for India.

## SKILLS

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**Design:** Product Design, UI Design, UX Design, Interaction Design, Visual Design

**Process:** UX Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Systems, Product Strategy

**Tools:** Figma (Auto Layout, Variables, Components, Dev Mode handoff), Adobe Creative Suite, Notion

**Ways of working:** Cross-functional collaboration with PM & engineering, design direction, AI-augmented workflows (ChatGPT, Claude, Perplexity)

## EXPERIENCE

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**Head of UI/UX (Contract)** · Dinnova AG · Switzerland (Remote) Sep 2025 – Jun 2026

- Owned UI/UX design direction across 7+ web and mobile products, plus multiple marketing websites and landing pages, partnering directly with founders and engineers to ship production-ready experiences.
- Built and maintained a 500+ component design system and reusable libraries that kept UI consistent and accelerated delivery across products.
- Set product-level design direction beyond individual screens, guiding execution decisions alongside two designers and translating product goals into interface flows.
- Shipped multiple products to real users and integrated AI tools into research, ideation, and production to compress design cycles.

**Product Designer (Freelance)** · Self-employed · Remote Oct 2023 – Present

- Delivered 50+ end-to-end product design projects for global clients spanning SaaS, fintech, healthcare, travel, and other industries, taking work from discovery and wireframing through prototyping and developer handoff.
- Earned Preferred Freelancer status (top 3% on Freelancer.com) with a 5.0★ average across 31 reviewed clients; additional clients sourced off-platform.
- Delivered polished, production-ready work on tight timelines (typical two-week turnaround), with design systems and high-fidelity interfaces adopted directly into client builds.

## SELECTED PROJECTS

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**Raasta** · Travel App for India · Co-founder & Product Designer 2026 – Present

- Co-founding a pre-launch travel-intelligence app for India (live waitlist at [raasta.app](https://raasta.app)); designed 75+ screens covering curated trips and multi-stop journeys across every Indian state and union territory, with real budgets, seasonality, and routing.
- Defined the information architecture, navigation, and end-to-end user flows from zero, and built the design system powering discovery and trip planning, working closely with one cofounder.

*Live: [raasta.app](https://raasta.app) · Case study: [armaanux.in/raasta](https://armaanux.in/raasta)*

**NutriFlow** · Healthtech / Nutrition Platform · Product Designer

- Rebuilt the mobile app and designed a nutritionist web dashboard from scratch (0 → 1), connecting both into one platform across iOS, Android, and web.
- Cut the onboarding flow, the product's biggest drop-off point, from 21 screens to 15, designed three meal-logging methods (AI photo, barcode, and label scan), and built a progress view tracking 30+ health signals including macros, 27 micronutrients, mood, glucose, and ketones.
- Cut meal-logging time by ~40% and the time to plan a client's week by ~60%, and roughly tripled the number of clients a nutritionist can actively manage.

*Case study: [armaanux.in/nutriflow](https://armaanux.in/nutriflow)*

**3D Consultation Dashboard** · Healthcare SaaS · Product Designer

- Designed workflows for video consultations, scheduling, and patient management in a single operational dashboard, turning complex clinical operations into an intuitive interface for healthcare professionals.

## EDUCATION

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**B.Tech, Computer Science** · Babu Banarasi Das Engineering College, Lucknow 2021 – 2025