

SIYA TUSHARBHAI PARMAR

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UX/UI DESIGNER | VISUAL COMMUNICATION DESIGNER | HUMAN-CENTERED DESIGN

Human-Centered Design graduate student with experience in UX/UI design, nonprofit communications, branding systems, and user research. Skilled in translating complex information into accessible digital and visual experiences through Figma, storytelling, design systems, and cross-functional collaboration. Passionate about creating human-centered solutions that strengthen communication, accessibility, and community impact.

PROFESSIONAL EXPERIENCE

Design & Communications Associate | New Neighbors Partnership, New York, NY May 2025 – Present

- Led the redesign of a 16-page Volunteer Handbook and Referral Guidelines deck, improving onboarding for 100+ volunteers and enhancing communication clarity across 20+ partner agencies; later featured during a UN General Assembly refugee employment event.
- Developed and implemented a cohesive visual identity and style guide across 30+ digital and print assets, strengthening communication consistency across donors, volunteers, and community-facing channels.
- Structured website information architecture and user flows in Figma, improving navigation for 500+ monthly visitors while supporting storytelling through branded data visualization in the 2025 Impact Report.
- Created a social media design system with 15+ branded templates, increasing engagement by 20% across outreach campaigns and community initiatives.

Design & Outreach Associate | LangInnov Inc. (BLAST Bilingual), New York, NY / Remote March 2026 – Present

- Designed social media content, visual assets, and branded communication materials for BLAST's bilingual literacy and education initiatives across digital platforms.
- Developed alternate-week newsletters, presentations, and outreach materials to support communication with schools, educators, and district partners.
- Produced pitch decks, marketing collateral, and supporting documents that strengthened outreach efforts and expanded visibility with new schools, districts, and educational collaborators.
- Collaborated on visual communication strategies to improve digital engagement and maintain consistent branding across campaigns and outreach initiatives.

Project Manager | CX by Design, New York, NY September 2025 – December 2025

- Led cross-functional collaboration for a client-facing service design project focused on improving onboarding and communication workflows through user research, stakeholder analysis, and journey mapping using the 10-10-10 framework.
- Developed service blueprints, workflow recommendations, and experience prototypes integrating tools such as HubSpot, Asana, and MailerLite to improve communication systems, operational efficiency, and overall user experience.

UI/UX Designer | Shoptaki, New York, NY March 2025 – May 2025

- Developed logo concepts, website information architecture, and UI layouts for a healthcare nebulizer brand and developer dashboard, improving brand identity, navigation flow, and overall user experience.

Graphic Designer | Zero Gravity Communications, Gujarat, IN January 2023 – May 2023

- Collaborated within a two-person team on a visual identity and packaging redesign for an automobile accessory client, integrating contemporary branding elements informed by market research and competitor analysis.
- Conducted consumer surveys with 100+ participants and developed 5+ packaging concepts that balanced visual appeal and functionality to improve product presentation and customer experience.

Graphic Designer | Bright Impressions Pvt. Ltd., Gujarat, IN May 2022 – August 2022

- Designed digital and print marketing materials—including social media graphics, brochures, logos, stationery, and mock-ups—for 15+ real estate clients using Adobe Creative Suite and Canva to strengthen brand visibility and audience engagement.
- Created 50+ social media posts and 25+ print assets while managing content across 15+ client accounts, contributing to a 40% increase in engagement through consistent branding and targeted communication strategies.

SKILLS

UX/UI: User Research, Wireframing, Prototyping, Information Architecture, User Flows, Usability Testing, Design Systems

Visual Design: Branding, Typography, Layout Design, Visual Storytelling

Tools: Figma, Framer, Adobe Creative Suite, Canva, HubSpot, Asana, MailerLite, Microsoft Office

EDUCATION

Pace University, Seidenberg School of Computer Science and Information Systems New York, NY
Master of Science (MS) in Human Centered Design (HCD) | **Concentration:** Design and Evaluation December 2025

Nirma University, Institute of Design Gujarat, IN
Bachelor's in Communication Design (B.Des) November 2023