

Arifa Parvin

UI/UX Designer with 6+ years of Experience

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[LinkedIn Profile](#) | [My Behance Profile](#) | [My work Portfolio](#)

UI/UX Designer with 6+ years of experience crafting user-centered digital experiences that drive measurable business results. Skilled at translating complex requirements into clean, intuitive designs across web and mobile platforms. Adept in collaborating with cross-functional teams, leading end-to-end design processes, and delivering consistent, scalable solutions.

WORK EXPERIENCE

VANMATES

Canada, Remote

Head of Web Development & Lead UX Designer

April 2020-May 2025

- Led the UX design of Vanmates' housing platform, contributing to a 20% increase in user retention through improved onboarding and clearer booking flows.
- Managed full lifecycle web development projects, ensuring timely launches with consistent user experience across devices.
- Collaborated daily with marketing, development, and operations teams across time zones to align technical solutions with business goals.
- Oversaw design of Vanmates' mobile app MVP, supporting a smoother transition for international students and driving a 15% increase in engagement.

Freelance Design Projects

Online

UI/UX Designer

Jan 2021-Present

- [Pluto Edu](#): Designed a SaaS university admission platform, streamlining complex workflows and boosting sign-ups by **30%** through improved usability & clear hierarchy.
- [La Reyna](#): Developed the UI for a Mexican food delivery platform, blending modern convenience with cultural branding, resulting in higher order conversion rates.
- [Thrive Cowork](#): Led the website redesign for a coworking space, creating conversion-focused landing pages, updated visual identity, and integrated scalable booking system to support marketing and member acquisition.
- [CTM Software](#): Currently designing a corporate travel management SaaS platform, including design system creation and responsive user interfaces (under NDA).

INSPIRATIONS COMMUNICATION & SERVICES

UI Designer

Kolkata, India

FEB 2019-Jan 2020

- Designed and developed user interfaces for local and international projects, which enhanced user satisfaction and business outcomes.
- Transitioned from a UI-focused role to UX, applying human-centered design principles to redesign client interfaces, improving user interaction and engagement metrics.

ASPECTALL TECHNOLOGIES

Creative Intern

Kolkata, India

June 2018-Sep 2018

- Worked on a wide range of design tasks, from graphic design to interactive media, contributing fresh, impactful visuals that resonated with target users.
- Gained hands-on experience in applying creative concepts to practical design projects, laying the groundwork for my transition into UX design.

EDUCATION & CERTIFICATIONS

AND Academy

Diploma in UI/UX Design (Ongoing)

COURSERA

Google UX Design Professional Certificate

IMAGIC INSTITUTE, Kolkata

Certificate Course In Motion Design

ACADEMY OF WEB TECHNOLOGIES & INFORMATION MANAGEMENT, Kolkata

Certificate in Advance Website Design and Development

IGNOU

Bachelor of Computer Application (Dropped out in 2nd Year to pursue Design Career)

SKILLS

- **Technical Skills:** UX Design, UI Design, Prototyping, Wireframing, 3D Animation, Information architecture, Interaction design, Figma, Invision, Adobe Suite
- **Soft Skills:** Fluent in English, User Research, Usability Testing, Cross-functional Team Leadership, Strategic Planning, Project Management.