

Rakhi Parekh
Experience Designer

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Design Methods

Journey frameworks
Experience strategy maps
Wireframes
Storyboarding
Tribe personas
Affinity diagrams
Business canvas model

Prototyping Methods

Paper prototyping
Click through flows
Motion prototypes
Video prototypes
Experience prototypes
Rapid prototypes
Arduino

Research Methods

Street conversations
Testing cafe
Unmoderated online testing

Affiliations

IxDA
AIGA
Gray Area Theater of the Arts
Service Design Network

Experience

STUBHUB, SAN FRANCISCO, CA

LEAD EXPERIENCE DESIGNER/2015

Lead designer on the engagement and discovery experience.

Lead designer on the social commerce initiative.

Collaborate closely with cross functional teams to ideate, execute and deliver product features.

Leading the meaningful collaboration initiative for the Global Culture Transformation team.

PEOPLE POWER COMPANY, PALO ALTO, CA

UX/UI DESIGNER/2014

Work closely with cross functional leads to define flows for IOT developer platform.

Apply design thinking methods to solve business problems in a dynamic start-up environment.

MYLO SOLUTIONS, MENLO PARK, CA

WEB-DESIGNER & FRONT END DEVELOPER/2014

Redesign and develop the end to end experience of the brand website to clearly communicate value.

Work closely with marketing consultants to develop deep linking content strategy to boost SEO ranking.

TUTOR PRO, LONDON, UK

USER RESEARCH CONSULTANT/2012-2013

Design and facilitate qualitative research interviews to gain insights on the product market fit.

Showcase product demo at the SF Fashion week 2013.

POP-ATT, MUMBAI, INDIA

CREATIVE DIRECTOR & CO-FOUNDER/2007-2013

Develop, launch and manage a national apparel and lifestyle business.

Generate a 35% revenue increase in the first year through innovative brand promotions at youth festivals.

STYLE MIND SOUL, MUMBAI, INDIA

LEAD STYLIST & FOUNDER/2001-2010

Style costumes for leading Bollywood films.

Style advertising campaigns for leading brands such as Coca-Cola, Samsung, Levi's.

Manage a team of styling consultants to execute on large productions.

Education

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

MFA /New Media & Web Design/2014

CEPZ INSITITUE OF FAHSION TECHNOLOGY, MUMBAI, INDIA

BFA /Fashion Design & Merchandisin /1999