Parnavi Dinkar

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Professional Summary

As a firm believer in making a difference by finding an equilibrium between **design and human emotions**, I bring a thoughtful and exploratory approach to problem-solving. I am an **experimenter at heart**, keeping up with design trends while grounding my work in **user research, service design, and interaction design**. My focus is on creating **meaningful, usable, and future-ready experiences** that connect people, systems, and technology.

Experience

TLC DigiTech Pvt. Ltd.
UI Designer

- Designed user interfaces for luxury hotel chains' loyalty programs, enhancing the overall user experience.
- Developed intuitive user interfaces for mobile apps, tailored to meet the specific needs of hotel clientele.
- Created comprehensive design systems for multiple programs, ensuring consistency across all platforms.
- Conducted thorough quality analysis to ensure the accuracy and functionality of the developed interfaces.

AiDash
UX Design Intern

- User Research - Primary research with Customers, Customer Success Managers (CSMs), Project Managers (PMs) along with Competition analysis and secondary research to identify areas of improvement.
- UI/UX audit – Heuristic evaluation of existing 'Intelligent Vegetation Management Systems'.
- Besides dashboard, designing an intuitive UI for Unit Pricing module based on geo tagging of trees with relevant attributes.
- Gap Analysis and Hypothesis validation with product teams in US and India.
- Designed low fidelity user-friendly and visually appealing models which became base for product development roadmap.

InterGlobe Aviation Ltd. (IndiGo)
UX Design Intern

- Customer journey analysis for the homepage and end-to-end booking process to identify reasons of drop offs, and deterrent to conversion.
- Competitor analysis with international leaders like Emirates, Lufthansa, and Air Asia.
- Proposed UI/UX improvement recommendation and visual changes which were made live e.g., reduced cognitive load, and consistent brand palette etc.

Delhi Skill and Entrepreneurship University
Graphic Design Intern

- Worked with university leadership including VC and Principal to encapsulate DSEU's vision for the Handbook.
- Generated design concepts and layouts for the Handbook which was finalized and is now available to the students.

BluEncore
Graphic Design Intern

- Led dynamic social media campaigns - achieving remarkable user reach, and lead generation
- Crafted captivating social media posts and videos, meticulously aligning with brand guidelines, elevating user engagement, and bolstering brand perception

Certifications

Foundations of User Experience Design | 2023

How to Analyze Qualitative Data | 2025

Position of Responsibility

Student Guide
Institute Counselling Services

Student Member
Departmental Media and Outreach Committee, Department of Design

Education

Master's in Design | Ongoing | 9.38
Indian Institute of Technology, Kanpur

Bachelor's in Design | 2023 | 8.38
Delhi Technological University, Delhi

Projects

Millet: The Grain of Future India | Systemic Design, User Research and Strategy Design | *Coursework*
- Directed a systemic design research project repositioning millets as a climate-resilient alternative to wheat.
- Conducted system mapping, stakeholder analysis, and ZIP framework to identify leverage points across consumer behavior, supply chains, and policy.
- Designed The Millet Story, an experiential concept with storytelling, workshops, and digital engagement to shift cultural perceptions.
- Recognition: Featured in a NPTEL lecture on Human-Centered Design for Systems

Gaia's Gaze | Interaction Design and Immersive Experience Design | *Coursework*
- Co-created an interactive installation visualizing environmental change through real-time motion-driven visuals and soundscapes.
- Delivered an immersive experience prompting reflection on human impact on Earth.
- Recognition: Exhibited at the HMI Horizon showcase, Hive Lab, IIT Kanpur.

Change and Configuration Management Dashboard | UX Research, HMI and Dashboard Design | *Coursework*
- Designed a cybersecurity asset management dashboard to streamline workflows and strengthen compliance.
- Applied Ecological Interface Design (EID) and conducted stakeholder interviews to model tasks like change requests and threat response.
- Developed Figma prototypes featuring a hyperbolic asset map and validated via usability testing on Maze.

The Monkey Business: Interspecies Design Tool | User Research, Empathy and Interspecies Design | *Coursework*
- Developed a toolkit to foster empathy in interspecies design by simulating perspectives of Rhesus macaques.
- Created roleplay prompts, physical simulators, and game-like scenarios replicating non-human anatomy, social behavior, and survival strategies.

Vikram Roulette: Shared Transport Study | Systemic Design, Urban Mobility and Sustainability | *Coursework*
- Conducted a life-cycle analysis of Vikram autos, mapping drivers, dealers, repairmen, customers, and regulators.
- Identified challenges of vehicle obsolescence, rising costs, environmental non-compliance, and e-rickshaw competition.
- Synthesized findings into problem clusters (economic, environmental, social) to inform sustainable transport interventions.

UX Algorithms and Strategy | User Research and Strategy Design | *Self-Initiated*
- Researched pandemic-driven changes in user behavior and their impact on digital interaction patterns.
- Identified new decision-making pathways and engagement models shaped by remote and hybrid lifestyles.
- Developed conceptual UX algorithms and strategies to support evolving interaction needs and reduce cognitive load.

unOkay – Venting & Mental Health Platform | User Study and Service Design | *Self-Initiated*
- Conducted user research with Indian high school students to map stressors, coping mechanisms, and unmet needs.
- Designed *unOkay* as a dual-channel service: a safe peer venting platform plus an opt-in pathway to therapy services.
- Addressed gaps in youth mental health support through privacy, safe expression, and access to professional help.

Skills

Design Research & Analysis: User Research, Qualitative Data Analysis, Stakeholder Mapping, System Mapping, Lifecycle Analysis, ZIP (Zoom-In, Pain Points, Interventions)

Design Strategy: Service Design, Systemic Design, Product Strategy, Ecosystem Mapping, Experience Strategy

UX & Interaction Design: User Experience Design, Usability Testing, Rapid Prototyping, Human Machine Interaction, Immersive Storytelling

UI & Visual Design: User Interface Design, Information Architecture, Visual Design, Branding & Identity

Software and Tools

UX & Collaboration: Figma, FigJam, Miro, Lucid

Creative & Prototyping: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Procreate, Clip Studio Paint

3D & Immersive Tech: Blender, TouchDesigner, Unity, Autodesk Fusion