Parth Raval

Senior Product Designer

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https://github.com/Parthraval2212



EXPERIENCE

Senior Product Designer and Manager

Dialist | Remote, Canada | 12/2025 – Present

- Took Dialist from IA to two live products in ten months: the web marketplace (Sep 2026) and Private Exchange on iOS and Android (Oct 2026).
- Designed the web marketplace in Figma and wrote most of its front end.
- Own Private Exchange in React Native and Expo, from App Review to release.
- Set up GA4, Tag Manager, Hotjar and SEO; built the design system in code and the brand kit across web, app and print.
- Direct the designers, developers and contractors on both products; set up Linear, the team's process and an AI-assisted delivery workflow with a validation pass before every release.

Senior UX Designer & Digital Consultant (Freelancer)

UXPro.ca | Kitchener, Canada | 04/2024 – Present

- Run the studio: direct developers, designers, video editors and freelancers on client work across SaaS, e-commerce and fintech.
- Rebuilt uxpro.ca end to end with AI coding agents, then measured and published its performance, accessibility and search structure.
- Designed and built client websites from brand to launch, including CMS publishing and lead delivery.
- Conducted usability testing & user research, improving engagement & accessibility.

Web Product Designer

Teledyne Technologies | Waterloo, ON | 11/2021 – 04/2024

- Managed a portfolio of ~12 websites with over 1 million visitors a year, and launched one 2,000+ page site for six business units.
- Designed one navigation for every unit (the same seven doors on every page) and contributed to a shared Figma design system.
- Led the migration of 500+ articles into a topic-led Learn hub, guiding and reviewing an outsourced team.
- Used user testing, heatmaps, user flows and A/B tests to refine the site after launch.

E-Commerce Coordinator

ShopHERE - Digital Main Street | Ottawa, ON | 01/2021 – 05/2021

- Provided personalized support to businesses, enhancing e-commerce platforms and increasing sales by 25%.
- Developed & refined online stores, improving user experience & conversions.
- Created SEO-driven marketing strategies, boosting store visibility & engagement.

UX/UI Designer

Invest Ottawa (Digital Main Street) | Ottawa, ON | 08/2020 – 01/2021

- Designed UX-focused website layouts, increasing traffic by 20% and user retention by 23%.
- Led QA testing, reducing post-release bugs by 15%.
- Collaborated across teams to align design goals & optimize mobile/web interfaces.

SUMMARY

Product designer since 2016, with eight years designing and shipping marketplaces, enterprise web and AI products. I lead small teams of designers, developers and contractors, and ship with AI coding agents. At Dialist I own product, UX and UI for the web marketplace and the Private Exchange app on iOS and Android.

INDEPENDENT PROJECTS

- **Qualifi.ai**, AI career coach (Web + native, pre-launch). Designed and built with AI coding agents.
- **Vritti**, iPhone app for Canada's self-employed (In TestFlight). Sets aside the tax share of each payment, with an AI helper.

KEY ACHIEVEMENTS

Took Dialist from IA to two live products in ten months
web marketplace and Private Exchange on iOS and Android.

Design system in code
tokens, dark mode and a lint check that fails the build on raw colours (Dialist).

One site for six business units
2,000+ pages and one navigation at Teledyne Technologies.

Evals as product rules
Qualifi.ai's voice rules became 15 eval cases and runtime guardrails.

23% increase in user retention
through data-driven UX work at Invest Ottawa (Digital Main Street).

EXPERIENCE (continued)

Web and Graphics Designer

InDesk Solutions | Ahmedabad, India | 07/2016 – 06/2018

- Built e-commerce websites on platforms like WordPress and Shopify, increasing sales and engagement.
- Managed client relationships to ensure timely, high-quality project delivery.
- Developed custom graphics to elevate branding and improve recognition by 15%.

EDUCATION

Interactive Media Design

Algonquin College | Ottawa, ON | 01/2019 – 01/2020

Computer Science

Rai University | India | 01/2013 – 01/2016

SKILLS

AI

AI-native product design | AI prototyping | LLM UX patterns | Evals & guardrails | Prompt & conversation design | Claude Code | Cursor | Codex

DESIGN & RESEARCH

Product Design | UX/UI Design | Interaction Design | Visual Design | Design Systems | Design tokens | Wireframing & Prototyping | User Research | Usability Testing | A/B Testing & experimentation | Accessibility (WCAG) | Content Design & UX Writing | iOS & Android

BUILD

React | Next.js | JavaScript | TypeScript | Tailwind | React Native | Expo | HTML & CSS

TOOLS & ANALYTICS

Figma | Framer | Webflow | Linear | Jira | GA4 | Hotjar | Mixpanel

WAYS OF WORKING

Cross-functional collaboration | Stakeholder management | Mentorship | Agile & Scrum | B2B & SaaS | Marketplaces | E-commerce

FIND ME ONLINE

LinkedIn
linkedin.com/in/parthhraval

Instagram
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Portfolio
imparthraval.vercel.app

GitHub
github.com/Parthraval2212

LANGUAGES

English
Proficient

