



parinishtha

Senior product designer * 3D artist

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Education

IIT ROORKEE

Bachelor of Architecture
Rank 03 • CGPA 8.34/10
Jun 2014 - May 2019

KU LEUVEN, BELGIUM

HCI Research Scholar
Meaningful interaction Lab
Mar - May 2018

Patents

Smart Browser History
Search, Jun 2021 (Microsoft)

Automated Data Entry
System, Sep 2021 (Microsoft)

Awards

Instagram Hack- East coast
prototype Forum winner

Global Winner, Microsoft
Hackathon 2021

Heritage excellence award,
IIT Roorkee 2015, 16, 17

National Level Swimmer at
Aquatic meets 2015, 16, 17

Skills

Interaction design,
Storytelling, Wireframing,
Prototyping, Accessibility,
Product thinking/Strategy,
3D production and motion

My design ethos

A seasoned designer with an incredible sense of end to end ownership, ability to lead and a global portfolio that includes designing for billions of people and businesses. I tap into the power of design to craft experiences that are memorable, intuitive and emotionally engaging. [Read recommendations](#)

Work Experience

META

04/22 - today
Singapore

SENIOR PRODUCT DESIGNER, ADS INTEGRITY

Built products to protect **3.7 Billion** end-users from harmful Ads across Meta platforms: led a cross-functional team (research, product, data, engineering, operations) to redesign the **Content Review Tool**: improving review accuracy by 15% and decreasing reviewer handle time by 12%

MICROSOFT

02/21 - 03/22
Bangalore

PRODUCT DESIGNER-II, MICROSOFT TEAMS

Completely redesigned **calendar** and **activity** apps for Microsoft Teams and entire suite of M365 Hub. Led a pod of three designers and shipped to a user base of **400 Million DAU**.



06/19 - 02/21
Hyderabad

PRODUCT DESIGNER, EDGE BROWSER

Shipped multiple key features for Edge browser: passwords, payment, assistance and personalisation. Impacted **One Billion MAU** around the globe. Managed two design interns directly.



05/18 - 08/18
Hyderabad

PRODUCT DESIGN INTERN, WEB EXPERIENCES

Defined shopping as a high-opportunity area in WebXT at Microsoft - spurring multiple new product flows and revenue streams over the next 2-3 years.

TOR

11/17 - 03/18
Seattle
(Remote)

GLOBAL UX RESEARCH COORDINATOR (OUTREACHY)

Conducted research studies with Tor users around the world (human rights advocates, journalists) to arrive at insights on how Tor browser can best empower them.

AMAZON

04/17 - 08/17
Bangalore

UX DESIGN INTERN

Worked with India Experience Group on crafting the localised experience for Heavy appliance purchasing.