Paarmita Bhargava

Product enthusiast with experience in design & tech

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Portfolio, LinkedIn

Experience

Zooplus AG / Product Designer
Jul 2022 - Present, Munich, Germany

- Spearheaded initiatives to enhance customer retention and drive a 5% increase in growth, leading the analysis and optimization of the omnichannel customer journey for subscription services, leveraging data insights and user research.

- Improved the product detail page's variant selection process, resulting in a 14% increase in add-to-cart actions and a 5% reduction in bounce rate.

- Collaborated on revamping the navigation architecture, decreasing search time by 5% and delivering a scalable solution.

- Contributed to managing 60+ online stores across Europe under the Zooplus and Bitiba brands, processing over 200,000 daily orders, generating annual revenue of €2.14 billion (FY 2021).

Volkswagen (via Hexad) / Product Designer
Mar 2021 - June 2022, Remote, Germany

- Led the redesign and relaunch of the Hexad website, resulting in an increased conversion rate and a scalable solution.

- Developed and implemented the design of Volkswagen's Heartbeat Dashboard, a platform monitoring tool, reducing customer agent handling time by 10% and boosting platform uptime by 3%.

- Directed design of the Sweepstakes tool for internal VW users, standardizing UI components across VW brands, leading to a 5% improvement in user satisfaction.

Freelance / Product & Designer
Jan 2019 - May 2021, India & Munich, Germany

- Assisted early-stage startups in creating user-friendly products, contributing to successful funding rounds for companies including Conxai Technologies GmbH, Yepco, Workerbase GmbH, deepc GmbH, GrassRoot LLC, Tenatica, and Lastbit Inc.

- Designed and implemented comprehensive design systems, conducted workshops for Appbase.io, DataGuard, and DAVID Systems GmbH.

- Partnered with founders and development teams to manage diverse cross-media projects, including pitch decks, branding, and MVP prototypes.

Skills

Process & Collaboration: Design Thinking, Product Growth Strategy, Agile Product Development, Facilitating Workshops, Data-driven, Stakeholder management, Documentation

Research & Design: Usability Testing, User Interviews, Journey Mapping, Wireframing, Prototyping, Design Systems, Visual Design, Interaction Design, Affinity mapping

Tools: Figma, Miro/Mural, Procreate, HTML/CSS, Javascript, Git, Jira

Education

The LNM Institute of Information Technology, India

Bachelors of Technology in Communication and Computer Engineering
2016 - 2020

Certifications

Nielsen Norman Group

UX Management Specialty - Certification
2023

Languages

English (C1)

Hindi (Native)

German (A2)