ANISH PARMAR
Senior UI/UX + Graphic Designer

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References are available on request.

Creative and user-focused Senior UI/UX and Graphic Designer with over 20 years of experience crafting intuitive digital products and visually compelling designs across web, mobile, print, and enterprise platforms. Known for combining strong visual storytelling with user-centered design to build cohesive brand and product experiences. Experienced in design systems, user research, accessibility, and high-quality graphic production. Skilled at leading cross-functional teams, mentoring designers, and delivering thoughtful, data-driven solutions that enhance usability and drive results.

Education

Diploma, Graphic Design
May 2006

Algonquin College: Ottawa, Canada
Algonquin College Dean's List

Skills

+ UX Strategy & Research
+ UI Design & Prototyping
+ Design Systems & Style Guides
+ Figma, Sketch, Adobe CC, XD
+ Accessibility (WCAG 2.1)
+ Agile/Scrum Collaboration
+ Usability Testing & Heuristic Evaluation
+ Cross-functional Team Leadership

Experience

UI/UX + Senior Graphic Designer, TrueContext (Formerly ProntoForms)
March 2024 – May 2025

+ Conducted product research and UI/UX redesign for a SaaS application used by over 100,000 users.
+ Researched and identified AI integration opportunities, contributing to the design of AI-driven features.
+ Created and maintained a scalable design system and UX best practices to support consistency across the product and team.

Graphic Design Teacher, Algonquin College
September 2011 – Present

+ Plan and deliver lessons on graphic design principles using computer applications (e.g., Figma, Adobe Photoshop, Illustrator, InDesign).
+ Teach students how to use design software to create digital and print media projects, including logos, posters, websites, and presentations.
+ Collaborate with other faculty to integrate design projects with interdisciplinary subjects where applicable.
+ Guide students in developing digital portfolios to showcase their work for academic or professional purposes.

Independent Contractor
August 2003 – Present

+ Work with a variety of clients on contract, handling projects ranging from branding and apparel design to print materials and web/app interfaces.

UI/UX + Senior Graphic Designer, Initiate Marketing Inc.
May 2023 – March 2024

+ Led branding, print, and digital design projects for clients across industries including tech, healthcare, and nonprofit.
+ Developed high-impact visual identities, marketing collateral, websites, and social media campaigns aligned with client goals and branding.
+ Directed a small team of junior designers, providing mentorship, design reviews, and project guidance to ensure consistent quality and creativity.

UI/UX + Senior Graphic Designer, Nokia
February 2017 – April 2023

+ Led end-to-end UI/UX processes with a strong focus on strategy, design quality, visual consistency, and user-centered outcomes.
+ Oversaw team leadership, onboarding, and quality control to maintain high design standards across all projects.

UX + Senior Graphic Designer, ProntoForms
November 2015 – February 2017

+ Led the development and execution of UI/UX strategies, designs, and usability testing for SaaS products.
+ Designed custom icons, graphics, and user interfaces to support cohesive brand and product experiences.
+ Managed advanced print production projects, ensuring precision and consistency across digital and physical touchpoints.