

# Raj Parikh

Senior Product/UX Designer

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## Profile

Senior Product/UX Designer. Led complex enterprise product experiences across healthcare, financial services, insurance, retail, and telecom, including 0-to-1 builds at startups.

Delivered measurable impact: ~1 min saved per call at Bank of America, 90% task abandonment reversed at McKesson, and 30-45% reduction in cost per hire at mroads.

## Areas of practice

Product & UX Strategy  
Interaction Design  
Research & Usability Testing  
Enterprise Product Design  
0-to-1 Product Design  
Regulated & Complex Environments  
Design Systems  
Information Architecture  
Designing AI-Powered Products and AI-Assisted Design

## Tools

Figma & FigJam  
Sketch  
UserTesting  
Jira  
Confluence

AI:  
Claude & Claude Code, ChatGPT, Google AI Studio, Google Gemini, Google Anti-Gravity, Stitch, Copilot, and Lovable.

## Experience

**Bank of America** 2023-2026  
Senior Product Designer, Contract

- Led end-to-end design of EricaAssist, Bank of America's first AI-powered associate support tool, rebuilding an abandoned legacy tool into a real-time guidance system built for the pace of live calls.
- Scaled it from concept to live production at 18K associates on a single servicing scope, with phased rollout to 30K across contact center, financial center, and home lending through 2026.
- Owned the full arc from wireframes to final UI, building the production component library on BOA's brand system with custom patterns the existing system didn't cover, and drove research-informed design rounds that delivered ~1 minute saved per call, +13.6-point usability lift, and 82% auto-recommend success.
- Owned WebSoftPhone, the interface associates use on every incoming customer call, across high-frequency servicing workflows.
- Redesigned the Transfer Optimization flow that routes customers to the right department, cutting misdirected transfers that inflate handle time.

**TaxAct** 2023  
Senior Product Designer

- Owned the consumer onboarding phase of TaxAct, a B2C tax filing product serving millions of users annually across household setup, taxpayer profile, and account entry flows, contributing through a full tax season cycle before the company's acquisition.
- Built end-to-end onboarding flows from wireframes through interactive prototypes, partnering closely with product management to align UX decisions with a fixed seasonal deadline.
- Delivered research-informed design improvements across the tax filing journey within a fixed seasonal deadline, partnering with product and research teams to iterate fast and ship on time.

**Embroker** 2022  
Senior Product Designer

- Designed underwriting workflows for a B2B commercial insurance platform from the ground up, conducting deep research with underwriters and stakeholders to simplify complex case review and decision flows.
- Built wireframes and UI prototypes for the underwriting platform, translating research findings into structured screens for case review and decision workflows.
- Led onboarding design and strategy for Access customers, improving platform clarity and reducing time to adoption for a high-value customer segment.

**The Home Depot** 2020-2021  
Senior UX Designer, Contract

- Owned UX strategy for post-purchase delivery communication for PRO customers, researching across store associates, customer support specialists, stakeholders, and end users to surface the most critical gaps.
- Restructured fragmented delivery signals into clear shipment-level updates, validated through unmoderated usability testing with 9 of 9 participants immediately understanding split delivery status.
- Built modern UI components within Home Depot's existing brand system, designed to scale across all customer email communications reaching millions of customers, not just delivery updates.

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## Brands

- Avatar Systems
- Bank of America
- Charles Schwab
- Cisco Systems
- Creatus Inc
- Embroker
- Gel4Med Inc.
- The Home Depot
- McKesson
- Mooncheese Studios
- mroads
- One Earth One Chance
- TaxAct
- Verizon

## Experience

**Charles Schwab** 2019-2020  
Senior UX Designer, Contract

- Owned end-to-end design for Digital Account Open, a B2B enterprise tool used by 50,000+ financial advisors to port client accounts and assets, including through the TD Ameritrade acquisition.
- Designed high-fidelity prototypes using Schwab's established design system and component library, translating complex account-opening logic into structured advisor workflows.
- Navigated complex regulatory and business requirements to design structured workflows that made account opening and asset movement clear and actionable for advisors operating under strict compliance constraints.
- Partnered with research, product, and engineering to validate interaction patterns against real advisor behavior, ensuring the final experience held up under compliance constraints and daily workflow demands.

**McKesson** 2017-2019  
Lead UX Designer, Contract

- Sole designer on an engineering team, leading end-to-end redesign of Health Mart pharmacy staffing workflows from wireframes through final UI, transforming a legacy scheduler with 90% abandonment into a clear, production-ready planning tool.
- Navigated a heavily regulated healthcare environment with no prior UX foundation, driving alignment across senior leadership, SMEs, product owners, and legal to ship a validated experience.
- Built a reusable digital style guide covering color, typography, forms, navigation, and core UI states, establishing Health Mart's first design foundation across multiple products.

**mroads** 2015-2017  
Principal Product Designer

- Led product design for Panna, an AI-driven SaaS video interview and candidate evaluation platform, shaping the interview experience, reporting flow, and full hiring workflow.
- Designed both sides of the product in parallel: a structured candidate interview experience that included spoken, multiple-choice, and coding responses, and a reporting system giving hiring teams a clearer signal for faster decisions.
- Owned every layer of the product's visual and interaction design, building the digital style guide, component library, and UI system from scratch as the platform scaled.
- Scaled the platform from a focused interview loop to a full hiring suite covering candidate pools, scheduling, live interviews, and integrations. The platform conducted 20K+ interviews, resulting in a 25-40% reduction in time-to-hire and 30-45% reduction in cost per hire.
- Shaped the product foundation from brand to build, leading junior designers and front-end engineers in close partnership with founders, keeping a 0-to-1 product coherent through rapid agile cycles.

**Cisco** 2012-2015  
Senior Designer

- Designed visual experience and strategy for Cisco's VoIP device family, including the 8841, 8851, and 8861, part of a product line that has sold over 100 million IP phones globally, making Cisco the world's leading telephony vendor.
- Contributed to Cisco's digital brand guidance, design patterns, UI components, and redline specifications across hardware and software touch-points.

**Additional Experience** 2000-2011  
Senior Designer & Founder

Founder, Thynkmedia · UX Designer, Verizon · Designer, Creatus