Parveen Verma
Product & UX Design Leader | AI-First, Agentic Design and Build
innocentmedia@gmail.com

https://parveenverma.com
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EXECUTIVE SUMMARY
EDUCATION AND SKILLS

Product & UX Design Leader with 18+ years of experience building high-impact digital experiences across e-commerce, consumer technology, and enterprise platforms.

I blend design thinking, user research, and business strategy to create scalable, conversion-driven products that deliver measurable growth. Over the years, I have led cross-functional teams, defined product roadmaps, and managed complete product lifecycles—from ideation to launch and growth.

Today I design and ship with an agentic, AI-first workflow. I lead AI agents the way I have led design teams: I set the problem, the design language and the quality bar; agents research, prototype, build and test; I review every step before it ships. Six live products built this way are at **parveenverma.com**.

Have shaped digital experiences for leading brands including **JK Tyre, Jabong, Exclusively.in, Publicis Groupe, Samsung, Nokia, GSK, and multiple startups**. As an entrepreneur, I founded and scaled platforms like Indi.Fashion and Misssty, gaining hands-on expertise in product strategy, branding, operations, and go-to-market execution.

Currently leading product vision, design strategy, and user experience for **CZZLR**, a fast-growing lifestyle and design-focused brand leveraging AI-driven creativity.

EXPERTISE

AI-First

Agentic Design & Build
AI Prototyping in Code
Prompt & Context Design
AI Image, Video & Music
Human-in-the-Loop Review
Brand Governance for AI

Product and UX

Product Strategy & Roadmapping
User Experience Design (UX)
Interaction Design
Information Architecture
Design Systems
Prototyping & Usability Testing
User Research & Behavioral Analysis

Growth and Business

Conversion Optimization
Brand Strategy
Digital Marketing
Growth Hacking
Data-Driven Decision Making

Leadership

Team Building & Mentoring
Cross-Functional Collaboration
Agile Product Development
Stakeholder Management

EDUCATION

Post Graduate Diploma in 3D Modelling & Animation (Incomplete)
CPIT, Christchurch, New Zealand – 2002 - Incomplete

Bachelor of Commerce – 1999
Vaish College, Rohtak

GNIIT – 1999
National Institute of Information Technology

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SELECTED WORK

DESIGNED & BUILT AI-FIRST | 2025 – PRESENT

All live and linked at **parveenverma.com**. Each one designed and built with an agentic workflow, and reviewed by me before it shipped.

JK CONNECT | JK TYRE DEALER APP
The app JK Tyre's dealers run their business on, rebuilt around one question: what can I order today? A working prototype, the full case study and a 30-second film.
jkc.studioczzlr.com • jkc.studioczzlr.com/case-study/story

CZZLR | LIFESTYLE BRAND
Handcrafted, art-led phone cases: brand, product photography, storefront and copy, run end to end on an AI-first pipeline.
czzlr.com

RIBBOWN | GIFTING APP, WEB AND PHONE
Birthdays, anniversaries and festivals on one calendar, and the right gift from every store, on time.
ribbown.studioczzlr.com

QIKCASH | LENDING ADMIN PROTOTYPE
A working prototype of a lending admin for a fictional lender: about a hundred legacy screens, rethought as one panel.
qc.studioczzlr.com

CHACHNG | TAX AND PROPERTY CALCULATORS
Australian and New Zealand calculators that show the working and date every rate against its source.
chachng.com

AUTOMOTIVE CREATIVE STUDIO | DEALER TOOL
Sales kits for used-car dealers, made from the listing they already have: a brochure, a phone edition and a QR sticker.
acs.studioczzlr.com

HOW I WORK:

- Brief and boundaries: the user, the one question, what success looks like, what must never be published
- Research and story: agents gather and summarise; I choose the story the product has to tell
- Design language first: tokens, type, components and motion rules before any screen
- Build in working code: prototypes, case studies and films as real, running products
- Review, verify, ship: every size, error, data and privacy check, then live

EARLIER WORK:
behance.net/parveenverma

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EXPERIENCE

CORPORATE | 2022 - CURRENT | 2002 - 2014

HEAD – PRODUCT & DESIGN | CZZLR | AUG 2024 – PRESENT

Leading product vision, design strategy, and user experience for CZZLR, a fast-growing lifestyle and design focused brand leveraging AI-driven creativity.

KEY RESPONSIBILITIES & IMPACT:

- Driving end-to-end product strategy and experience design across digital platforms
- Building AI-powered creative workflows for design automation and rapid content generation
- Designing and shipping with an agentic, AI-first workflow, with every release human-reviewed
- Defining brand identity, visual language, and digital user journeys
- Leading UX/UI for e-commerce experience, improving discoverability and engagement
- Collaborating with marketing and engineering teams to deliver seamless customer experiences
- Establishing scalable design systems and creative pipelines

FOCUS AREAS:

Product Innovation • AI-driven Design • E-commerce UX • Brand Experience • Growth Optimization

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AGM – PRODUCT & DESIGN | JK TYRE & INDUSTRIES LTD. | MAY 2023 – JULY 2024

Led digital transformation initiatives across multiple enterprise applications used by dealers, sales teams, and R&D divisions.

PRODUCTS MANAGED:

- JKC – Dealer Facing Application
- MSFA – Sales Force Application
- Field Testing Platform
- Data & Analytics Admin Panels

KEY CONTRIBUTIONS:

- Defined product vision and roadmap for critical business applications
- Led UX redesigns improving usability and operational efficiency
- Built structured product processes including BRDs, user flows, and design systems
- Collaborated with business heads to translate complex workflows into digital solutions
- Managed sprint cycles, product delivery timelines, and cross-functional teams

OUTCOME FOCUS:

User Adoption • Process Optimization • Data-Driven Decision Making

DIRECTOR – UI/UX | JABONG.COM | FEB 2013 – JUN 2014

Owned complete UX transformation for one of India's largest fashion e-commerce platforms.

MAJOR ACHIEVEMENTS:

- Led full redesign of Jabong.com and its mobile applications (iOS & Android)
- Managed a multi-disciplinary design team across UX, UI, and content
- Implemented industry-leading UX practices and design guidelines
- Established structured user research, testing, and performance audits
- Improved user experience across millions of active users

IMPACT AREAS:

Conversion Optimization • Mobile UX • Design Standardization

HEAD – UI/UX, PRODUCT & BRAND CREATIVES
EXCLUSIVELY.IN & SHERSINGH.COM | DEC 2011 – JAN 2013

- Built and led UX, product, and creative teams
- Designed premium online shopping experiences
- Partnered with leadership to shape brand and product strategy
- Supported investor-facing design narratives for fashion tech initiatives

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EXPERIENCE (2003 – 2010)

CREATIVE DIRECTOR
PUBLICIS MODEM | SEP 2010 – DEC 2011

Led digital creative teams for global brands including Samsung, LG, HP
Owned ideation, user research, and campaign design
Delivered end-to-end digital experiences and launch campaigns

LEAD WEB GRAPHIC DESIGNER ANNIK.COM (2006)

Established corporate digital presence and internal systems

SR. GRAPHIC DESIGNER | ZED-AXIS (2003–2006)

Worked with brands like Nokia, Samsung, GSK on digital campaigns

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ENTREPRENEURIAL JOURNEY

FOUNDER – INDI.FASHION | OCT 2016 – 2022

Indi.Fashion (formerly Bazzzar.com) a managed marketplace of Indian (ethnic wear) fashion, founded in oct 2016 with a global audience and customer base in over 20 countries in a span of 4 years offering a wide range of Indian ethnic wear from sarees, salwar suits, lehengas, jewellery & accessories and designer labels.

Envisioned and designed the complete e-commerce cycle, user experience, brand identity, style guide, visual design, content and marketing strategy along with vendor management, logistics to setting up tailoring units.

CO-FOUNDER – MISSSTY.COM | NOV 2018 – JAN 2020

Misssty was founded for today's women faced by last minute and recurring visits to the chemist shop, to find a simple and complete solution for carefree hygiene, at home, at work and on-the-go, available always!

From brainstorming to the execution, UAT and launch I owned the entire product lifecycle process bringing Misssty to market.

CONSULTANT & ADVISOR (2020–2022)

Worked with multiple startups including:

- 11-11.in / 11-11.us – Improved conversion from 0.5% - 2.1%
- WeaverStory.com – Improved CR from 0.1% - 1.2%
- KwikCashOnline & ElevationLoans – UX redesign for multi-million dollar platforms

Delivered measurable growth through UX redesigns and performance optimization.

INTERESTS

Sketching & Human Anatomy
Painting
Badminton
Music

CONTACT DETAILS

Email: innocentmedia@gmail.com
Portfolio: https://parveenverma.com
Behance: https://www.behance.net/parveenverma
LinkedIn: https://www.linkedin.com/in/vermaparveen

THANK YOU
you for your time and consideration. I would welcome the opportunity to discuss how I can add value to your team.