

Parth Suratwala

Senior Product Designer | 3D Generalist

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[/parth-suratwala](#)

<https://parthsuratwala.com/>

Professional Summary

- Cross-Functional Designer with 4+ years of experience in Visual Strategy, Design Language Systems (DLS), UI/UX, 3D Visualization, Animation, Branding & Packaging.
- Proficient in executing strategic visual experience framework that harmonizes aesthetics, functionality & brand consistency through intuitive layouts and engaging motion graphics.
- Highly adept in detailed Figma prototyping & collaborating with multi-disciplinary teams to deliver impactful digital experiences.

Experience

Qualys | Senior Product Designer

Jan 2024 - Present

- Orchestrated the creation & maintenance of the Design Language System, defining visual strategy & crafting onboarding experiences for 18-20 products.
- Built 10+ Conversational Agents for various specializations like validating exploitability, detecting critical cloud visibility gaps, etc.
- Led the visual design for Qualys TruLens, the company's first mobile application, delivering an intuitive and seamless user interface.
- Research and built designs, ensuring usability, consistency & alignment with business goals resulting in ~40% increase in efficiency & 63% growth in revenue.
- Partnered closely with Product Managers & Developers to maintain visual coherence across web & mobile platforms.

YUJ Designs Pvt. Ltd. | Product Designer

Jul 2022 - Dec 2023

Projects Worked On - Hero Motocorp | Maruti Suzuki | Eureka Forbes Ltd. | Thermax Edge

- Spearheaded & delivered comprehensive design solutions for leading Automobile, Hi-Tech & Engineering companies, ensuring brand alignment & industry standards.
- Conducted usability tests with over 10-20 participants & generated insights to understand customer's critical pain points.
- Led the design process for motion graphic videos to enhance brand communication & digital engagement.
- Collaborated with cross-functional teams to produce high-quality visual content for company wide rebranding.

JM Financial | Motion Designer

Jan 2022 - Jun 2022

- Crafted 3D visuals for advertisements, product showcases & interactive media to enhance user engagement.
- Created interactive videos tailored for 5-7 sub products, integrating motion graphics, 3D elements & user-driven experiences.
- Executed motion-based storytelling techniques to create immersive content for ~7+ advertising & promotional campaigns.

47 Creations | Graphic Designer (Internship)

Jul 2021 - Sept 2021

- Drove pivotal client interactions, providing design expertise by advocating for styles, formats, print production & timelines.
- Executed impactful brand collaterals, merchandise designs, multilingual posters & contributed towards diverse client-facing design projects.

Skills

- **Design:** Visual Design Strategy, AI Oriented Design Solutions, UI/UX Design & Layout Composition, Design Language Systems (DLS), High-Fidelity Visual Designs, Typography & Color Theory, Branding.
- **Tools & Software:** Figma (Prototyping, Auto Layout, Variants), Claude, Higgsfield, Adobe Creative Suite (Photoshop, Illustrator, After Effects), 3D Visualization & Animation (Cinema 4D, Blender), Motion Graphics & Video Editing.

Education

• **MIT Institute of Design (Pune) | Bachelor of Design**

June 2018 - June 2022

Specialization in Graphic Design | **CGPA - 8.2**