

Sami Parvez

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PROFESSIONAL SUMMARY

Research & Design Manager with 15 years of experience in Fintech, E-Commerce, Healthcare, and Telecom. Proven track record of informing product strategy through foundational research and leading cross-functional teams to deliver robust, user-centric experiences. Expert in scaling design operations and mentoring talent within global studios.

CORE SKILLS

- **Leadership:** Design & Research Team Oversight, Budget Management, Mentorship (14+ Designers), Stakeholder Management.
- **Research:** E2E Research Planning, Foundational & Behavioral Research, Remote User Testing, Usability Testing, Journey Mapping.
- **Design:** UI/UX Design, Prototyping, Information Architecture, Design Systems, Workshop Design, Taxonomy Audits.
- **Technical:** Mobile & Web Handoff Methodology, UX Metrics, Design Documentation, Figma, Rive, Unity UI

PROFESSIONAL EXPERIENCE

Gojek (GoTo Group) | Design & Research Manager | 2022 – 2024

- Directed foundational research for long-tail markets in Indonesia, directly informing product strategy for micro and medium-sized merchants (MSMEs).
- Spearheaded the launch of Indonesia's first audio announcement device for retail QR payments, improving real-time transaction verification for merchants.
- Orchestrated the development of a market-leading merchant onboarding solution, significantly reducing friction and time-to-onboard for MSMEs.
- Led the creation and expansion of a new merchant onboarding channel in Vietnam.
- Mapped comprehensive end-to-end merchant journeys to increase research visibility and enable data-driven UX decision-making at the leadership level.
- Established design "ways-of-working" across product and business functions, implementing independent research pipelines and UX metrics.
- Influenced organizational goal-setting by driving user-centricity into annual OKR discussions.

Deloitte Digital Studios | Specialist Master - UX | 2013 – 2022

- Managed end-to-end UX research and design delivery for 15+ global projects across the US, Europe, Middle East, and Australia.
- Delivered 0-1 enterprise solutions for high-profile clients including Google, Cisco, Takeda, OneWeb, and Telstra.

- Architected multi-platform design strategies for desktop, mobile, wearables, and home form-factors.
- Mentored and enabled a team of 14+ designers, fostering professional growth and ensuring delivery excellence.
- Co-authored talent and skill development frameworks for 120+ designers in Deloitte Studios India, standardizing design quality across the organization.
- Cultivated long-term partnerships with developers, analysts, and C-suite stakeholders to align design outcomes with business objectives.

Grandmother India Design | UI/UX Designer | 2011 – 2013

- Defined and documented UX approaches and wireframes for complex web identities.
- Collaborated with brand specialists and developers to launch digital platforms for clients including Satyameva Jayate (Aamir Khan Productions) and Bombay Realty.

EDUCATION

Staffordshire University (UCTI Campus, Malaysia)

- Bachelor of Science in Information Technology (Specializing in Digital Forensics & HCI) | 2008 – 2011

Saint Andrew's International High School, Malawi

- A-Levels and O-Levels | 2003 – 2008

CERTIFICATIONS

- **Service Design:** Design for Experience Over Time (Udemy, 2020)
- **Visual Perception:** The Ultimate Guide to Visual Perception (Interaction Design Foundation, 2019)