Bhupesh Parmar

Product Designer

BIO

I'm a product designer who likes getting into the problem before getting into the interface. My work spans consumer and B2B products, where I combine research, interaction design and systems thinking with AI-assisted workflows to move quickly from questions to prototypes. I enjoy the messy part: figuring out what the product should become.

EXPERIENCE

TBS Fitness · Product Designer

MAY 2026 – JUL 2026 · FREELANCE

Client app, trainer dashboard, design system and onboarding funnel

- Designed a connected experience for a fitness coaching product spanning the client app, trainer dashboard and acquisition funnel.
- Researched fitness and nutrition products to define logging, adherence and progress-tracking patterns.
- Designed nutrition logging, progress visibility and retention mechanics around daily coaching habits.
- Worked directly with the client, PM and developers to translate the coaching business from WhatsApp into a structured digital product.
- Built a functional prototype with Claude Code to validate the product direction before development.

Structurology · UI/UX Designer

JUL 2024 – NOV 2024 · FREELANCE

Full website design and build for a US structural engineering firm

- Designed and built a B2B website from scratch, owning IA, UX, visual design and Webflow development.
- Structured the site around core engineering services and SPile+, their solar foundation engineering tool.
- Built the CMS so the internal team could maintain and publish content independently.

Ikarus 3D · UI/UX Associate

SEP 2023 – JUL 2024 · FULL TIME

Ikarus 3D builds 3D content and tooling for brands, including production-ready 3D models, AR/VR assets and commerce experiences.

Ikarus Delta B2B 3D CONFIGURATOR

- Joined the founding design team to build the product line from the ground up, working directly with the founder, developers, 3D artists and sales.
- Designed and built the marketing site in Webflow, giving sales a live product demo and reducing dependency on external development — contributing to an ~8% increase in conversion.

CONTACT

Portfolio

LinkedIn

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+91 79738 61749

Chandigarh, open to relocation

SKILLS

DESIGN

Interaction Design · Design Systems · Product Design · Information Architecture · Prototyping · User Research · Usability Testing

TOOLS

Figma · Framer · Miro · Notion · Adobe Suite

AI & BUILD

Claude Code · MCP · Warp ADE · Cursor · HTML/CSS

CERTIFICATIONS

Claude Code in Action

Anthropic Academy · Certificate of completion

Claude 101

Anthropic Academy · Certificate of completion

RECOGNITION

International Young Researchers' Conclave (IYRC)

Presented two product concepts — Pebble Pods and an ergonomic pillow — 2025 – 2026

Delhi Designathon

Participated in India's biggest designathon of 2024, hosted by LottieFiles and BenQ. Feature among best works

- Designed configurators across furniture and sauna categories and helped establish a reusable system instead of designing each configuration from scratch.
- Supported growth of the business from ~4 to 100+ clients.

Ikarus Nest MARKETPLACE · 3D PRINTABLE FILES

- Conducted digital ethnography & user interviews with 3D-printing hobbyists across Reddit and Discord and tracked competing marketplaces.
- Designed core marketplace experiences including browse/listing, product detail, empty states and creator campaigns.
- Built reusable design-system components across the product.
- Contributed to product decisions through user research, competitive analysis and feature evaluation.

Also designed and delivered the Ikarus VR site alongside in-house VR work.

EDUCATION

UPES, Dehradun · M.Des, Product Design 2024 - 2026

Chitkara University · B.Des, UI/UX Design 2020 - 2024

BEYOND 9–5

@Designs.bhupesh

Building a design audience currently around 4.5k strong

Playground

Check out my experiments and ideas click here

Miscellaneous projects

Concept project on improving online shopping experience here