

PRANAV PRAKASH

User Experience and Interface Designer

Greetings, I'm Pranav Prakash working as a product designer at GeeksforGeeks leading a team of 20 designers, I have 4 years + of experience working as a designer and constantly upskill myself to ensure the performance of the highest standard. I've finished my PGP and quantitative research in HCI courses from IIT Bombay. I've previously worked for Byjus and peoplewho.design. and also mentored 100+ people in last 2 years.

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Work Experience


- Product Designer**
GeeksforGeeks · Full-time · (20 Months)
"As GfG's design lead, I manage graphics and product teams, creating seamless experiences for 25M users. I collaborate with cross-functional teams to identify and solve user pain points, exceeding expectations. My focus is on defining user experience, ensuring easy navigation and satisfaction."
- Design Mentor**
Designers Academy · Part-time · (11 Months)
"As a mentor at Designers, I guide students and professionals in designing user-centric solutions for digital platforms. With expertise in UX and design thinking, I collaborate with mentees to solve complex problems and create delightful experiences. Together, we empower mentees to define user experience, drive innovation, and make a positive impact on people's lives."
- UI/UX Designer**
PLUNES · Full-time · (11 Months)
As a UI/UX Designer at Plunes, I combine technology and design to create delightful experiences for 1M+ users. My goal is to empower users in managing their healthcare needs through intuitive interfaces. With a passion for problem-solving, I leverage my expertise to develop innovative, user-centric solutions. From wireframes to interfaces, I prioritize a human-centered approach, carefully considering every aspect of the user experience. Working at Plunes is rewarding, allowing me to make a meaningful impact on people's lives.
- UI/UX Designer**
PeopleWho.Build · (6 Months)
As a UI/UX Designer at PeopleWho.Build, I use no-code technologies to create designs for diverse clients. My focus is on enabling companies to quickly and effortlessly develop user-friendly digital experiences. Passionate about leveraging no-code tools, I continuously research ways to enhance the user experience. Whether it's wireframing or prototyping, I apply a human-centered approach to thoroughly examine every aspect of the user experience.
- Design Freelance**
BYJU'S · (3 MONTHS)
Working as a freelance designer at Byju's was an amazing experience. I had the opportunity to create and work on captivating marketing campaigns, collaborating with a talented team. From designing visuals to animating videos, I pushed creative boundaries and delivered exceptional work. The appreciation and recognition I received motivated me to consistently deliver high-quality designs.


Education

- IIM, Rohtak**
Executive Program in Product and Brand Management
- IIT, Bombay**
Quantitative Research Method in HCI, 2020
- IIT, Bombay**
Quantitative Research Method in HCI, 2020
- Design Boat ui/ux School**
UI/UX design, 2019
- Galgotia College of Engineering and Technology**
BTech, Engineering, 2020
- Delhi public school**
PCM, 2016

Google Talks

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very excited to offer my ideas on design thinking and techniques for measuring user experience and how to quantify emotional and behavioral parameters to data driven design.
<https://lu.ma/mastering-design-thinking>
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Grateful for the opportunity to share my knowledge as a mentor in the Google Hackathon Partner GeeksforGeeks. It was an honor to guide aspiring developers, designers and innovators on how to solve any problem using Design Thinking and changing the perspective of design for them.
<https://lnkd.in/dmReFEgi>
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From Safeducate partner Google India, I gave a talk about my journey in UX and scope of UX in India.
<https://www.linkedin.com/feed/update/urn:li:activity:6887281601877692416/>

Top Skill

- User Testing (UT) HCI Methods User Experience (UX) User Experience Testing Quantifying the UX UCD UX Research
- Prioritization Matrices to Inform UX Decisions Wireframing Mobile Application Design Adobe XD Figma Aftereffects
- User Interface Design Prototype User Interface Design Prototype quantitative research in HCI Information Architecture
- Quantitative research in HCI Information Architecture Contextual Inquiry Usability Engineering Business Metrics
- Storyboarding Design Thinking

Projects

- Home accounting app for Indian families**
While studying at IIT Bombay for my PGP course in User Experience Design, I completed this project there. We created a smartphone app based on our problem statement to make home accounting easy, collaborative, and inclusive for Indian households.
- Does the use of emoticons affect people's understanding of the sentiment of a message?**
while working under professor Aniruddha Joshi at IIT Bombay I did this project while studying for introducing the quantitative research method in HCI. the topic of our product was "Does the use of emoticons affect people's understanding of the sentiment of a message?".
- PlantMate**
The PlantMate app helps users buy based on their comfort level, mood, and forthcoming events as well as promotes the online plant giving culture. We didn't just want to make the purchasing process enjoyable while working on this project; we also wanted to offer suitable assistance and a helpful hand after purchasing your green pal.

Social Media Handle

- Dribbble**
dribbble.com/prakashPranav
- Behance**
<https://www.behance.net/prakashpra0f6b>
- Instagram**
https://www.instagram.com/_design_madness_/
- Linkedin**
<https://www.linkedin.com/in/prakashpranav94/>
- IIT Bombay**
<https://drive.google.com/drive/folders/1ICXX7uDv4JpFfnPAM5-qQ-dQnYZh3aJz>