



Prateek K Pradeep

UX/UI DESIGNER

My approach to design is focused on finding & solving the invisible user challenges by analyzing qualitative & quantitative data. Experienced in generative & evaluative user research. I enjoy interaction design, prototyping, user testing & design critique meetings.

 <http://symboliz.in>

 prateekp@umich.edu

 734 709 2763

   /prateekpradeep

EXPERIENCE

PRODUCT DESIGNER

DevBridge Group, Chicago, IL

Jun 2017 - Jan 2018

- Lead designer for a cross-platform web application (desktop & mobile) for cheerleader costume fitting app for clientele Varsity; worked in an agile environment.
- Produced heuristic analysis, sitemap, sketches, wireframes, visual designs, mockups, interactive prototypes, style guide for web applications.
- Chaired closely with Product Manager & engineers in gathering and understanding business requirements from the clients & delivered compelling design before deadline.

UX/UI DESIGNER

University of Michigan, Ann Arbor, MI

Sep 2015 - May 2017

- Lead designer for a cross-platform web application (desktop, tablet & mobile) for mental health program called TrailsToWellness; worked in an agile environment.
- Planned and conducted end-user research (7 user interviews, contextual inquiry, card sorting with stakeholders, survey to 40 participants) to determine end user journey and needs in order to determine existing challenges in the old system.
- Analyzed qualitative research data to deduce insights to design sitemap, sketches, wireframes, brand & style guidelines including icons and visual design.
- Planned and conducted usability study to validate the design and user needs.
- Achieved 92% user-satisfaction for website and increased user-engagement by 48%.

UX/UI DESIGNER, CO-FOUNDER

CloudAcers LLC, Gurgaon, India

May 2014 - Mar 2015

- Lead designer for 4 mobile games launched on App Store and Play store.
- Orchestrated comparative analysis study to analyze trends, leading to rapid prototyping of new gameplay ideas and player testing.
- Produced sitemaps, wireframes, visual design to define the shape of the products.
- Collaborated closely with Product Manager, Musician, 3d Artist, and engineers to create a timeline and milestones for product release.

UX ENGINEER

Nagarro Software Pvt. Ltd., Gurgaon, India

Aug 2011 - May 2014

- Partnered with researchers and designers in an agile environment to define and deliver new features, translate concepts into a living, breathing prototypes for clientele Lutron; worked in an agile environment.
- Created complex web interactions, animations and pixel-perfect visual designs using HTML/CSS and Javascript and framework like Bootstrap & Nodejs .

EDUCATION

M.S. IN INFORMATION (HCI)

University of Michigan - Ann Arbor, MI, USA

Aug 2015 - Apr 2017

B.TECH. IN COMPUTER SCIENCE

Uttar Pradesh Technical University, Greater Noida, India

Aug 2007 - May 2011

SKILLS

Sitemap	Comparative analysis
Storyboarding	Visual Design
Wireframes	Prototyping
Personas	User Testing
Branding	Usability Testing
Card Sorting	Contextual Inquiry
Infographics	Marketing Research
HTML/CSS	Javascript/jQuery

TOOLS

Illustrator	Photoshop
Invision	Sketch
Framer	Principle App

AWARDS

BEST OF SHOW BY ELECTRONIC ARTS

MHacks 6, Ann Arbor, MI, USA

Sep 2015

1ST RUNNER-UP NAGARRO TECHNICAL FEST 2013

Nagarro Pvt. Ltd, Gurgaon, India

Dec 2013