Prashant Pathak

Product Designer

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Work Experience

Logibricks - Lead UI/UX Designer

May 2022 - Present

Logibricks is a SaaS company that caters to manufacturing and retail/e-commerce industries with ERP, Order Management System, and a payment reconciliation tool. As Lead UI/UX Designer, I created new design system to help logibricks in maintaining consistency across different products and i also:

- Managed all design planning and lead team ideation and brainstorming as well as the creation of wireframes of varying fidelity depending on the stage of the project.
- Collaborated closely with developers, graphic designers and product managers in an agile environment to complete outstanding functionality.
- Managed a 5 person visual design/product team, Worked together and helped the team with day-to-day design problems.
- Created a robust design system that aligns with company branding using best design practices.
- Created Style guide to maintain consistency across different product designs.
- Worked closely with development team to implement the vision.

Kalyani Studio - UI/UX Designer

June 2021 - May 2022

Kayani Studio is building a multi-brand car and bike servicing platform ([Gativan](#)). As UI/UX Designer in Kalyani Studio, I designed E-commerce(B2C) Website, Mobile Application, CRM by executing all phases of the design process from user research to creating pixel-perfect visuals to completing the final handoff to engineers and i also:

- Worked closely with the Co-founder in an agile environment, participated in scrum meetings and sprint planning, documented minutes of meetings.
- Conducted user research, created personas, journey maps, wireframes, prototypes, visual designs, designed icons and conducted user tests.
- Gathering & evaluating user requirement in collaboration with product manager.
- User behavior analysis using Google analytics to identify opportunities to improve the user experience.
- Created Style guide to maintain consistency in different product design.
- Worked with different team to increase user engagement and leads on website.
- Created marketing, branding and print materials for sales team.
- Completed jobs 20% before the deadlines.
- Reduced the bounce rate on the website by 30%.

Fibosys - UI/UX Design Intern

Jan 2021 - June 2021

At Fibosys, I worked on a mobile application(fiboapp) and it is a digital portal with many services like Financial service, Real Estate service, Interior Service, Software services, and more. Fiboapp provides users with the option to initially select only the services they want and help users find the right service for their need. To design a mobile application(Fiboapp), I :

- Worked with stakeholder and design team to craft seamless UI/UX experience for mobile application.
- Created Wireframes, User Flow Design, Visual UI design, Interactive prototypes.
- Created Style guide for developers handoff.

Freelance - UI and Graphics Designer

Jan 2021 - June 2021

- Conceptualized and Designed real estate website.
- Met and corresponded with clients, determined client needs for company website .

Education

B.Tech Production Engineering

Bharati Vidyapeeth College Of Engineering, Pune - 2021

Courses & Certificates

UI / UX Design Specialization

California Institute of the arts - Coursera, 2021

Foundations of User Experience (UX) Design

Google - Coursera, 2021

Front-End Web UI Frameworks and Tools: Bootstrap 4

The Hong Kong University of Science and Technology - Coursera, 2021

Front-End Web Development with React

The Hong Kong University of Science and Technology - Coursera, 2021

Tools

- Figma
- Adobe XD
- After Effects
- AdobePhotoshop
- Adobe Illustrator
- Miro
- Framer
- Blasamiq
- Invision
- Google Anlaytics
- Hotjar

Technologies

- HTML
- CSS
- Bootstrap
- Git & Github
- Webflow

Skills

- User Interviews
- Competitive Analysis
- User Personas
- User Journey Mapping
- Usability Testing
- Wireframing
- Prototyping
- UI Animation
- Marketing Design

Strength

- Active Listening
- Critical thinker
- Collaboration
- Multitasking

Hobbies

- Reading
- Playing guitar
- Cooking
- Playing chess