Pratika .C.

UX Designer | Design Mentor | 7+ yrs
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WORK EXPERIENCE

MoEngage, Bangalore, IN   01/2024-08/2024
Senior Product/UX Designer - B2B SaaS

- Strategized the platform's subscription plans, and overall User Experience (UX) launched globally across 55+ countries with increase in user conversion rate by 15.6%
- Reduced support tickets by more than 65% in 3 months after go-live of revamped billing dashboard.
- Led the design culture of the team by organizing 3 external speaker sessions with internal collaborative team activities.

Solvei8 (Buyogo), Bangalore, IN   12/2022 – 01/2024
UX Lead – B2B SaaS

- Designed a planning tool from the scratch advocating UX strategies with competitive strategy, usability testing garnering more than 1.2 crore turnover.
- Revamped the UX of quality check and admin apps achieving more than 50 % reduction in task completion time and user clicks and achieving desired operational efficiency.
- Identified heuristic issues in mobile apps improving the overall play store rating by 2%.

Yubi (CredAvenue), Bangalore, IN   10/2021 – 12/2022
Product/UX Designer – B2B SaaS

- Revamped entire onboarding experience and user journey for the platform exceeding new user onboarding target of 29 per month with mixed research methodology.
- Designed a formatting tool from the scratch improving the internal customer support dependency by 70%.
- Revamped marketplace UI design system components improving profile completion rate of 80% for 22+ clients within 2 months after go-live.

Schneider Electric, Remote/Bangalore, IN   09/2020 – 09/2021
Associate (1 yr Contract) - B2B, B2D2C, B2C

- Redesigned the webpage layout aligning with WCAG guidelines that boosted website traffic from 10K+ visitors daily to 25K+ quarterly page views.
- Designed visually intuitive marketing collaterals- newsletters, social media assets, emails, brochures improving CTR rates by 2% and user engagement rate by 5% within a span of 3 months.
- Launched intercept surveys for distributor app experience on web and mobile receiving a feedback response rate of 83%.

Infosys, Bangalore, IN   07/2014 – 05/2018
UX Designer - SAP Fiori, B2C, B2B Saas

- Designed SAP custom and standard applications for Fiori module handling 10 + clients.
- Improved the user journey and UI aesthetics of B2C apps in automobile, FMCG, fintech

domains.

SKILLS

- **Hands-on Skills**: UX Design, UX Research Methodologies, Design Thinking, Interaction Design, Prototyping, Wireframing, Design Systems, Visual Design, Heuristic Evaluation, Usability Testing
- **Strategic Skills**: UX Design process roadmap planning, implementation & execution, HCI principles, UX psychology principles, UX metrics analysis.
- **Tools**: Figma, Sketch, Adobe Suite, Miro, Microsoft Office Suite, Google Suite, Zeplin, Jira
- **Languages**: HTML5, JavaScript, CSS

COMMUNITY ENGAGEMENT

- Design Mentor on ADPList & Topmate
- Volunteered as a track lead for UX India '23 conference
- Friends of Figma Volunteer

CERTIFICATIONS

- Shift Nudge Interface Design
- Figma Product Design
- IBM Design Thinking Partitioner
- Google Analytics
- 770 Mentorship Minutes ADPList

EDUCATION

Welingkar Institute of Management, Full time, 2018-2020
PGDM- Business Design
- 8.65 CGPA
- Ranked 2nd in entire 2018-2020 batch

Atharva College of Engineering, University of Mumbai, 2010-2014
Bachelors of Engineering: Information Technology
- First class with distinction 74 %
- Ranked 1st% in Class size of 60

SOCIAL TESTIMONIALS

"Pratika is really good at understanding user's problems and provides multiple alternative solutions for a problem along with her recommended solution. It was amazing working with her, because of her agility and ability to get things done on time." – Product Manager, Yubi   LinkedIn

"The session was very insightful and informative. Pratika gave me great feedback on my portfolio and case studies. I would book another session again!" – Mentee, ADPList   ADPList