Pranjal Shirsath

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EXPERIENCE

NAGARJUNA TECH SOLUTIONS | UI/UX Designer
June 2025 – August 2025

- Designed and delivered a food ordering app prototype after competitive analysis of 5+ apps, solving UX gaps in ordering speed, menu updates, tracking, and booking—cutting order time by 40%.
- Improved ordering flows by creating wireframes, information architecture, and 50+ high-fidelity mobile screens (Material Design) for onboarding, payments, delivery, reservations, and events.
- Conducted surveys and persona research with 20+ users, applying task analysis insights to improve navigation and reduce task completion time by 35%.
- Created a logo, design system, and style guide to eliminate branding inconsistencies and ensure 100% visual alignment.
- Applied mobile-first design, accessibility standards, and multi-role UX strategies, achieving 92% task success rate in prototype usability tests.

PROJECTS

MY CLINIC | Figma, Canva
January 2025 | Case Study

- Spearheaded the development of the clinic's patient portal using Figma, resulting in a 60% reduction in administrative workload related to appointment scheduling and prescription refills weekly.
- Produced 15+ high-fidelity desktop screens, covering critical features such as dashboard, appointment scheduling, billing, and patient records, ensuring seamless task management.
- Conceptualized a coherent brand strategy, incorporating logo design, color palettes, and typography guidelines to ensure consistency across all patient communication channels, increasing patient trust by 30%.
- Reduced onboarding time by 50% and cut design-to-development handoff time by 30% through interactive prototypes and a user-centered design approach.

SYNCMYJD | Figma, Canva, Notion, Trello, Slack
January 2025 | Case Study

- Defined the problem of low interview callbacks from JD-misaligned resumes and facilitated surveys with 30+ participants to capture pain points in resume creation, keyword optimization, and ATS rejections.
- Executed competitive benchmarking and market analysis of 10+ resume tools, synthesizing insights to drive user-centered design for customization, personalization, and AI-driven assistance.
- Built user flows, information architecture, and wireframes that enabled section-wise editing, reordering, real-time preview, and structured workflows, reducing resume building time by 40% in the AI-powered builder.
- Produced 15+ high-fidelity web screens in Figma with a design system, integrating AI keyword suggestions, ATS scoring dashboards, a conversational assistant, and a brand logo for consistent identity.

EDUCATION

R. C. PATEL INSTITUTE OF TECHNOLOGY, SHIRPUR
B. Tech in Artificial Intelligence and Machine Learning
June 2025 | 6.88

GOVERNMENT POLYTECHNIC, DHULE
Diploma in Computer Engineering
July 2022 | 81.31%

LINKS

Portfolio:// **pranjals-portfolio.vercel.app**
LinkedIn:// **pranjal5**
Twitter:// **PranjalShir2604**
Behance:// **/pranjalshirsath26**

SKILLS

DESIGN TOOLS
Figma • Canva

TECHNICAL SKILLS
HTML • CSS • Wireframing • Prototyping • Design System • Interaction Design • Usability Testing • Responsive Design

UX RESEARCH
User Interviews • User Personas • Empathy Mapping • Affinity Diagrams • Journey Mapping

COLLABORATION TOOLS
Notion • Slack • Trello • Miro • GitHub

CERTIFICATIONS

Google UX Design Certificate
Coursera | 2025
District-Level Research Paper Competition — 3rd Prize
SSVPS College Of Engineering | 2022

INVOLVEMENTS

Google Developer Student Club | RCPIT - Core Member, AIML Team
Samarpan Social Club | RCPIT – Member
fetch.ai | RCPIT – Member