

# Pranit Kharat

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## EXPERIENCE

### POCKET FM | Product Designer - 1

Oct 2024 – Present | Bangalore, IN

- Worked in monetization and ad charters, driving a project on implementing GST for the India locale.
- Designed a web signup flow for external account creation, reducing account creation costs by 30% using Google/Apple accounts and managing in-app purchases.

### DISNEY+ HOTSTAR | Product Design Intern

Feb 2024 – July 2024 | Bangalore, IN

- Led masthead redesign for LR devices, enhancing user immersion and visual experience.
- Developed a personalized details page framework for mobile devices, prioritizing content based on user cohorts and watch states for tailored viewing experiences.
- Spearheaded the creation of a unified attention tray, simplifying the decision-making process for users, leading to more efficient content selection.
- Improved search experience by gathering user feedback and implementing features like voice search on iOS.

### SCALER (INTERVIEWBIT) | Product Design Intern

Nov 2023 – Feb 2024 | Bangalore, IN

- Enhanced the "Refer Earn" entry point, increasing the number of RCBs by streamlining user interaction.
- Designed the "Goodie Selection" feature, transforming a complex eight-step manual workflow into a simplified process.
- Improved reward selection efficiency, enabling referrers to promptly choose rewards, reducing delays, and boosting overall satisfaction.
- Contributed to a smoother referral process, leading to a significant enhancement in engagement.

## PROJECTS

### UNIFIED ATTENTION TRAY | TV Masthead Redesign

Feb 2024 – Apr 2024

- Redesigned the Spotlight experience to combat attention fragmentation and decision fatigue, enhancing user content discovery.
- Improved browsing efficiency by creating a more immersive and streamlined experience, leading to better user engagement.

### BROWSE PAGE FRAMEWORK 2.0 | Disney+Hotstar Mobile

Details Page Redesign

Apr 2024 – Jun 2024

- Redesigned Disney+Hotstar's details page on mobile to speed up the decision-making process.
- Designed a framework that adapts to each cohort's needs and watch states, helping users make decisions faster.

## EDUCATION

### NIT, ROURKELA

GRADUATED IN INDUSTRIAL AND  
PRODUCT DESIGN ENGINEERING

APR 2024 | ROURKELA, IN

CGPA: 8.09 / 10.0

## SKILLS

### DESIGN

- VISUAL DESIGN
- INTERACTION DESIGN
- USER-CENTERED DESIGN
- USER RESEARCH
- DESIGN THINKING

### SOFT SKILLS

- COMMUNICATIVE
- COLLABORATIVE TEAMWORK
- CREATIVE THINKING
- CONSTRUCTIVE FEEDBACK

## CERTIFICATIONS

UX SPECIALIZATION (GOOGLE)

INTRODUCTION TO UX DESIGN (GEORGIA  
TECH)

USER EXPERIENCE SPECIALIZATION  
(UNIVERSITY OF MICHIGAN)

## HACKATHONS

### TEAM HEAD, TEAM AMIGOS (UX HACKATHONS)

Mar 2022

Led "Team Amigos" during IIT BHU  
UXplore, a UI/UXbased virtual  
competition held at ESummit'22.

Achieved a remarkable 20th ranking  
out of 400.