

Prabudha Agnihotri

Sr. Product designer / ServiceNow

JUL 2020 - PRESENT, Hyderabad, India

Leading enterprise products | Managing designer |
UX research and testing

- Currently leading 3 of the Risk business unit products including Privacy Compliance, Business Continuity Management and Operational Resilience
- Working on establishing the strategy and future roadmap of design directions for the product
- Working on component development specific to Risk BU based on the requirements
- Following design methodologies including Jobs to be Done and Lean UX to create and test features
- Leading UX research and customer demos to empathize with users

UX Designer II / Microsoft

AUG 2019 - JUL 2020, Hyderabad, India

Digital Transformation | Design thinking
workshops | Pre-Sales

- Worked on digital transformations and pre-sales strategies and ensured that the customer experience is aligned with the business
- Worked as an advisor and partner with different divisions like Sales, Tech and Product. Helped customers craft the strategy as well as tangible workstreams.
- Conducted research sessions to understand industry dynamics, competition and helped organizations evolve their business model based on design thinking
- Created journey maps and established empathy towards the customer. Worked on identifying different touchpoints and the future roadmaps for improvements
- Helped internal teams understand stakeholders, customers and end-users.


UX Designer I / Microsoft

AUG 2017 - JUL 2019, Hyderabad, India

Design Envisioning | Interaction Design | Story-telling

- Conducted customer workshops (offshore and onshore both) to understand the customer's business model, strategy, user base and pain points.

CONTACT

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ABOUT ME

I am a seasoned UX designer with over 10 years of hands-on experience with all stages of the design process. My focus area is research, strategy and interaction design. I am a passionate and enthusiastic learner and always willing to provide new perspectives.

EDUCATION

B.Design / National Institute of Fashion Technology, Gov. of India
/ Fashion & Lifestyle Accessories
2007-2011

SKILLS

Strategy

Project Planning
Stakeholder Management
Envisioning
Design Thinking Workshops

Research

Secondary Research
User Interviews
Competitive Analysis
Usability Testing

Design

Ideation
Concept Development
Design Principles
Interaction Design
Interactive Prototyping

- Worked closely with Product teams and clients to create Design strategy, Information Architecture, Interaction models, wireframes and final designs.
- Created quick prototypes to explain concepts, using the latest prototyping software.
- Managed a team of 3-4 members in projects as UX lead.

UX Designer / Microsoft

FEB 2015 - AUG 2017, Hyderabad, India

UX research | Mobile & responsive design | Vision demonstration

- Worked on mobile and responsive design for both hybrid and native apps
- Created Current and future journey maps, empathy maps and research documents
- Created questionnaire and conducted interviews, surveys and field study reports
- Worked on Information Architecture and wireframes based on user research.
- Created vision demonstrators for pre-sales projects

UX Designer / Taxi for Sure

OCT 2014 - JAN 2015, Bengaluru, India

User experience | Design for start-up | Visual Design

- Worked as a User experience designer for the taxi aggregator start-up, for both mobile and web
- Provided inputs to the product managers on best practices of UI/UX enhancements
- Helped in design guidelines with other designers
- Helped with graphics for digital media strategies
- Worked closely with design and development teams to help implement the finalised UI

Product Designer / Titan by TATA

SEP 2011 - OCT 2014, Bengaluru, India

Watch and Trophy design | Consumer behavior | Material Sourcing

- Worked in Titan Industries as a Product Designer
- Involved in trend analysis, market research, persona study, concept sketching, ergonomics and prototyping
- Lifestyle and Luxury watch design and trophy design for internal events.
- Trend forecasting for new product development.
- Market research and competitive analysis.

STRENGTHS

Effective Communication
Problem Solving
Detail-oriented
Multitasking
Teamwork
Interpersonal skills

DESIGN TOOLS

Figma
Invision
Sketch
Abstract
Adobe XD
MS Office

INTERESTS

Volunteer Work
Outdoor Activities
Traveling
History

VISA

Canadian Visa
Application in Express entry pool,
No sponsorship required.

VOLUNTEER

Cause: Education
Visiting Faculty Member
National Institute of Fashion
Technology, Govt. of India

Cause: Humanitarian Relief
Humanitarian Aid Worker
Oxfam India

Cause: Water Conservation
Strategist and Designer
Kritsnam technologies, India

Cause: Artisans upliftment
Designer
Nab Foundation, India