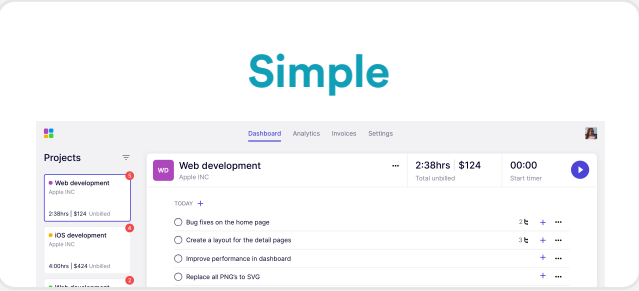# Pradeep Kumar

Senior Product Designer with **4 years** of experience in understanding human behavior and technology. Ability to drive design through product development process aligning design strategy, business strategy, and vision.

Mobile
+91 9952223652

Email
pradesep6@gmail.com

Portfolio
www.pradesep6.com
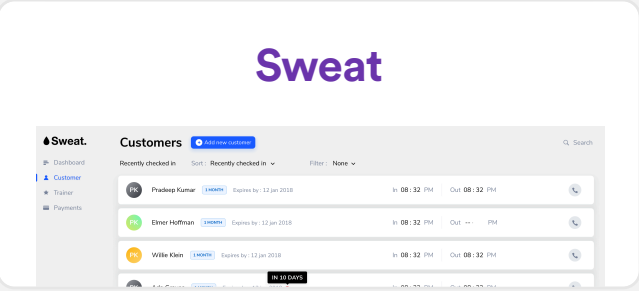
Project & Casestudy

Simple

Simple is an application that will help the freelancer to manage their day by defining the tasks for the client and track time with very minimal distraction.
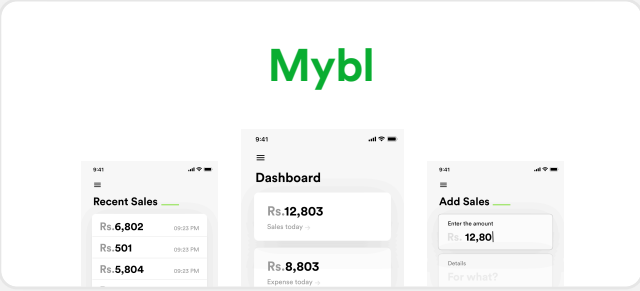
Read more

Zoho Meeting
Case Study on Registration Customization

A story on how I managed to solve the bouncing rate problem on the Registration page by providing Customization functionality.

Read more

Sweat

Diet focused fitness & wellness app helping users achieve their goals through perfect food intake and exercise. The long term goal is to integrate food ordering system in-app.

Read more

Mybl

SMBs targeted billing mobile app to record sales and expenses instantly. Clutter-free dashboard for quick insights into daily/weekly/monthly cash flow.

Read more

Talk

Documenting design process

Shared my insights on how I managed to build a documenting process in the team to define a clear goal, build a better design culture that drives business success.

Link to presentation - https://tinyurl.com/ycw4low4

Experience (4 years)

zeta
Senior Product Designer
Jun 19 - Present

- Solving enterprise payment problems, redefining payments across businesses through design thinking.

GoTo Tab
Co-Maker
Oct 17 - Present

- In a nutshell, GoTo Tab is a browser extension that lets you search and jump to the tab you have open.
- If you're a tab-junky, this is a must add to your productivity stack. We believe that we've built a tool that you will use and love.

  Check this out in Product hunt

Zoho
Product Designer
Oct 17 - Jun 19

- Responsible for aligning design decisions to business and technology by collaborating with product managers and engineers.
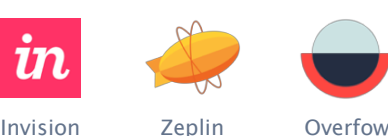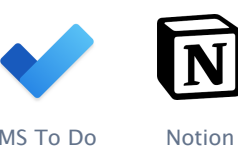
  Read more

Tools I Use

Design & Prototype

Figma   Sketch   Illustrator   Protopie   PrincipleApp

Handoff

Invision   Zeplin   Overfow

Development

Bootstrap   Vue JS   Git

Productivity

MS To Do   Notion

Social Links