

# Pradeep Kumar

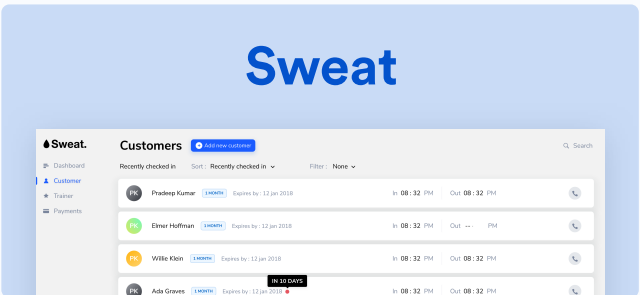
**Product designer** with a deep understanding of human behaviour and interest in technology. Able to take ideas from concept to wireframes to prototype to production.

Mobile  
+91 9952223652

Email  
pradesep6@gmail.com

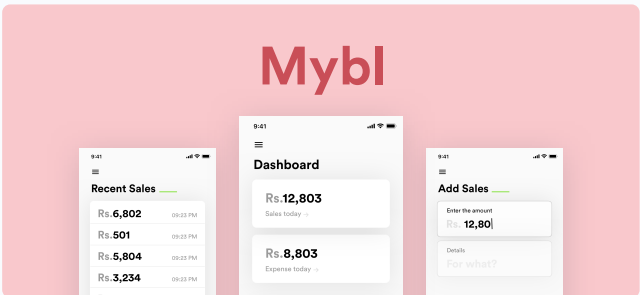
Portfolio  
www.pradesep6.com

## Projects



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](#)



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



Product Designer  
Oct 17 - Present

- 17% increase in engagement rate for Instant meeting feature by repositioning it based customers' usage history.
- My responsibilities include heuristic analysis, wireframes, prototyping, concept sketches, and visual design.
- Active contributor in the product development process from research to development and making sure it's aligned with the market values.
- Observing problems in the development process and refining it to build a better culture for stable and faster releases.



Product Designer  
Mar 17 - Sep 17

- Being in an early stage startup meant putting on different hats and designing future proof experience which focused on customer satisfaction, conversion, and retention by aligning business goals and product roadmaps.
- Ideating solutions to clearly define problems from rough sketches to high fidelity wireframes to visuals.



UI Designer  
Aug 16 - Feb 17

- Understanding the problem in user shoes and defining it with clarity.
- Prototyping the solutions and testing it to refine the efficiency, usability, scalability and consistency.

## Tools I Use

### Ideation, Wireframe and Design



Balsamiq



Sketch



Photoshop



Illustrator



XD

### Handoff



Invision



Zeplin



Overflow

### Development



Bootstrap



HTML 5



CSS 3



Git

### Productivity



Trello



Todoist

## Social Links



LinkedIn

<https://www.linkedin.com/in/pradesep6/>



Dribbble

<https://dribbble.com/pradesep6>