

Pradeep Kumar

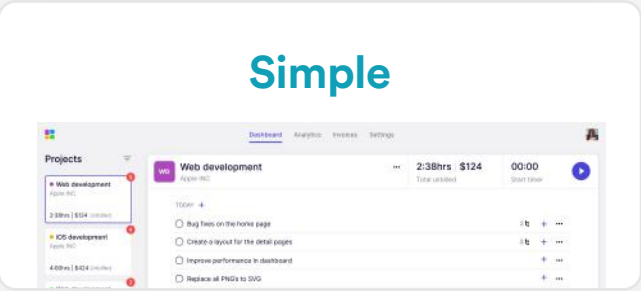
Senior Product Designer with 4 years of experience in understanding human behavior and technology. Ability to drive design through product development process aligning design strategy, business strategy, and vision.

Mobile
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Email
pradesep6@gmail.com

Portfolio
www.pradesep6.com

Project & Casestudy



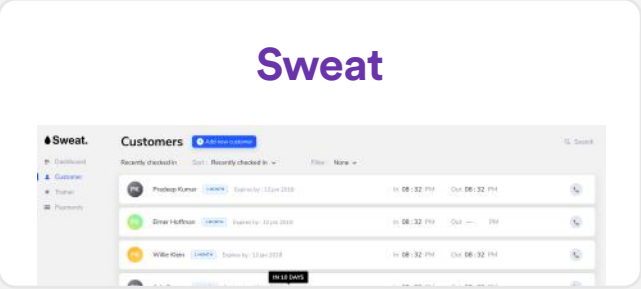
Simple is an application that will help the freelancer to manage their day by defining the tasks for the client and track time with very minimal distraction.

[Read more](#)



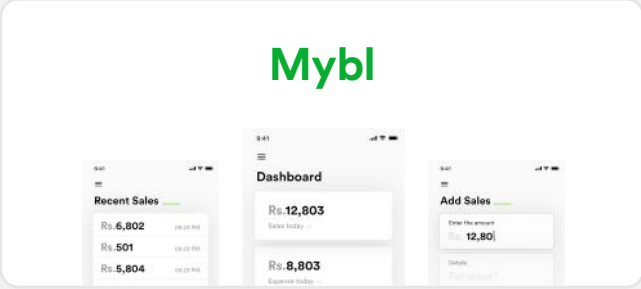
A story on how I managed to solve the bouncing rate problem on the Registration page by providing Customization functionality.

[Read more](#)



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 (4 years)

zeta

Senior Product Designer
Jun 19 - Present

- Solving enterprise payment problems, redefining payments across businesses through design thinking.
- Leading the Design System’s team here at Zeta.

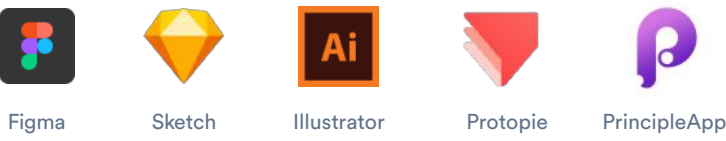
ZOHO

Product Designer
Oct 17 - Jun 19

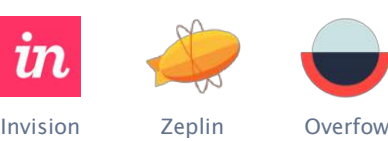
- Responsible for aligning design decisions to business and technology by collaborating with product managers and engineers.
- [Read more](#)

Tools I Use

Design & Prototype



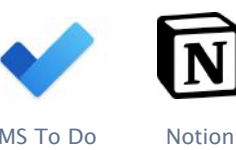
Handoff



Development



Productivity



Social Links

