



CV | Resume | March 2025

Pradyumn Soni

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Experience



Interaction Designer

Dispatch Network · 1 Year

Intern

Feb – Aug 2024

Full-time

Sep 2024 – Present

- Developed strategies and designs for networked ecosystems to optimize function and design for people, vehicles and services in the shared and commercial last-mile mobility space.
- Extended beyond design to develop prototypes to test MVPs by coding with AI, after using no-code platforms.
- Hands-on and deep dive into design-adjacent processes, including development and engineering.
- Conducted city-wide simulations based on data from intensive user research to validate business and design decisions.
- Collaborated with cross-functional teams to align design solutions with business objectives and technical feasibility.
- Designed user experiences and interfaces for mobile and desktop applications.
- Worked on human-machine interactions for innovative electric vehicles (EVs) and physical product interfaces.



Brand and Website Designer

Freelance · 3 Years · Since 2022

- Designed and developed responsive websites on Wix, tailored to client needs.
- Created branding materials (logos, business cards) for cohesive brand identities.
- Produced high-quality 3D product renders using KeyShot for marketing and presentations.
- Delivered graphic templates for a SaaS platform, enhancing usability and consistency.
- Collaborated with diverse clients, adapting to their unique requirements.



Digital Marketing

Intern · 1 Month · June – July 2023

- Managed marketing campaigns to boost brand engagement and visibility.
- Optimized content for SEO, authored blogs, and implemented backlinking strategies.
- Used analytics tools to track performance and achieve targets.

Education



Strate School of Design, Bangalore
Bachelor's of Science in Design · 2021-2024

Specialized in Interaction Design – Product | UI | UX

- Trained extensively in Design Thinking, leveraging user-centric approaches to identify, ideate, and prototype.
 - Expertise in research, testing, and iterative design methodologies.
 - Techniques to bridge the gap between aesthetics and functionality in digital and physical products.
 - Collaborated on projects across industrial, transportation, and digital domains.
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Skillset

Interaction Design	Design Thinking
Product Design	User Research
(UI) User Interface Design	Usability Testing
(UX) User Experience Design	Multimodal Interactions
Industrial Design	Visual Communication

Toolkit

2D Design	3D Design	Web	AI Tools
Figma	Keyshot	HTML, CSS	ChatGPT
Photoshop	Rhino 3D	Javascript	Gemini
Illustrator	Blender	React JS	Firefly
Premiere Pro	3D Printing	Wix	
After Effects			

Languages

English – Native | Bilingual
Hindi – Native | Bilingual
French – Elementary