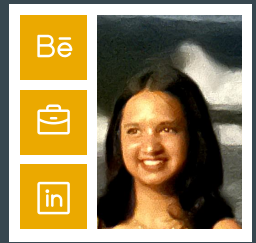


Pragnya R Shendige

Graphic Design | UIUX | Branding and Identity | Marketing

+91 88800-04477 | pragnyarshendige@gmail.com



EXPERIENCE

- **PESU I/O | Branding Executive** Jun 2024 - Present
- **PESU I/O | Branding Intern** Feb 2024 - Jun 2024
 - Boosted student course registrations as a team by developing and executing a strategic visual design campaign across all platforms (website, banners, social media, screens, merchandise).
 - Generated excitement for PESU I/O offerings through creative and engaging hype marketing campaigns.
- **Kaleido Studios | Design Intern** May 2024 - Aug 2024
 - Worked with various clients ranging from a Momo stall to Luxury Hotel for brand elevation and brand creation.
 - Curated social media for the company.
 - Gained comprehensive knowledge under the mentorship of my reporting manager.
- **Vectorstack | UI Design Intern** Apr 2024 - Jun 2024
 - Conducted user research (20 interviews) with a team of 6 to inform design for 2 community apps.
 - Designed a user-friendly UI (200+ screens) following best practices including card sorting, site mapping, information architecture, user flow development, and wireframing.
 - Implemented gamification features (e.g., streaks, daily tasks) to boost engagement.
- **Freelance** Oct 2023 - Present
 - Elevated communication for PES University's Management Department through design of their monthly newsletter.
 - Enhanced clarity of fundraising proposals and financial reports with compelling pitch deck visuals.

EDUCATION

- **PES University** Expected graduation: 2026 2022 - Present
Pursuing Bachelors in Design | CGPA: 9.4
- **National Public School** 2020 - 2022
Studied Commerce for 11th and 12th

SKILLS

Communication | Creative Strategy | Client Facing |
Teamwork | Team Direction | Problem Solving

TOOLS

