

# Prarthan Agarwal

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## WORK EXPERIENCE

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### FIFO UK

Product R&D Head (Freelance Project)

Feb 2022 - March 2022

- Directed the design and development of the digital interface and packaging for the MymeFresh air freshener product line, aligning with the brand's eco-centric ethos.
- Crafted visually compelling product documentation and guides, enhancing accessibility and market engagement.
- Led the technical architecture for web-based product platforms, focusing on intuitive user experiences.

## PERSONAL PROJECTS

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### CryBaby [↗](#)

A mobile app that lets you track & enjoy your emotional moments.

- Built a React Native/Expo mobile app for tracking and analyzing emotional crying sessions.
- Implemented secure authentication flow using Google/Apple Sign-In with Supabase and PostgreSQL.
- Designed interactive data visualization dashboard with Victory Native for emotional pattern analysis.
- Gamified achievements with 58 unique unlockables, attracting **103 users** within first week of launch.

### CraftAds [↗](#)

An AI-powered platform that transforms product photos into professional print-ready advertisements.

- Built on Next.js, Tailwind CSS, and Supabase, supporting auth, image uploads, and analytics.
- Integrated OpenAI's GPT-4 Vision (gpt-image-1) to analyze product images and generate ad content with customizable templates.
- Designed a template library of 1,000+ ads, using a [custom scrapper](#) I wrote.

### Flowpad [↗](#)

A minimalist Electron desktop app for distraction-free writing and to-do tracking.

- Developed with Electron.js, focused on fast launch, offline support, and seamless note history.
- Implemented bottom bar with word count, time, font options, and real-time autosave functionality.
- A sidebar for date-wise note history and a to-do list panel.
- Shipped with a lightweight, productivity-first UX inspired by Freewrite.

### F.R.I.D.A.Y. [↗](#)

An open-source virtual assistant inspired by Tony Stark's Jarvis.

- A voice interface achieving 5x faster response times using StyleTTS2 and faster-whisper.
- Built a memory system with context-aware tracking and tag-based organization across 4 key categories.
- Modular architecture with local LLM processing via llama.cpp ensuring privacy and offline capabilities.

## SKILLS

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**Languages:** Python, Java, SQL, PostgreSQL, JavaScript, TypeScript, Swift.

**Frameworks/Libraries:** React Native, Next.js, Electron, React, Tailwind CSS, Git, GitHub, Flask, FastAPI

**Design Tools:** Framer, Adobe Photoshop | Illustrator | Premiere Pro

## EDUCATION

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### SRM University

Bachelor of Technology (B. Tech)

2021 - 2025