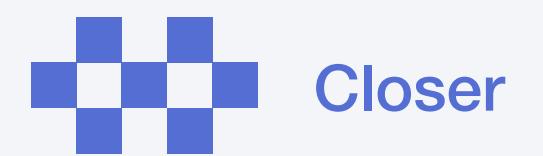


## Pranali Patil

UX Designer

+91 7506112515  
[pranalipatil@outlook.com](mailto:pranalipatil@outlook.com)



Closer



Experimental  
Cook

### Summary

Pranali currently works as a User experience designer having 4 years of relevant experience. Her role involved her in working on a broad range of projects from Identity, Branding, Interaction Design, IA, Conceptualising and Visual Design.

She graduated from MIT Institute of Design as a Graphic Designer. She has experience working on print media design as well.

A self starter who isn't afraid to look beyond conventional means of learning. Working with and exploring different mediums has always remained her area of interest.

### Qualification

Graduate Diploma, Graphic Design-MIT Institute Of Design, Pune, India  
June. 2009–April 2014

Bachelors of Art, University of Pune, Pune, India  
June. 2010–February 2013

Certificate course in 2D & 3D Animation- SNDT, Mumbai, India  
June. 2007– February 2008

### Skills

- Wireframing
- Interaction Design
- Visual design
- Sketching
- UX Audit
- Information Architecture
- Concept Design
- Design thinking
- Coordination
- Usability Testing
- User research & interview

### Key Responsibilities

- Worked on consumer facing domains like Insurance, FMCG, Security, Travel, Administration, E-commerce, Healthcare, and enterprise level domains like Media Journalism, Insurance, Security, I.T and Data Research.
- Key responsibilities included requirement gathering, client interaction, project scoping, branding, creating visuals, app positioning, creating workflows, defining design, wire framing, QA, conducting user interviews and conducting UX audit.

### Tools

- Photoshop
- Illustrator
- Indesign
- 3DS Max (Basic)
- 2D Flash
- Keynote
- Corel Draw (Basic)
- After Effects (Basic)
- Microsoft office
- Omnigraffle



## Seqrite Branding

### Role

Visual Designer

### Description

- Designed Brand Identity for Seqrite (Quick Heal's Enterprise domain)
- Designed Brand Guidelines & Stationary for the same

PROJECT YEAR: SEP 2014



Successfully implemented across Print Platform!



Phone +91-20-41060400 / 66025985  
Fax +91-20-41060401  
Email info@quickheal.com

**Sanjay Katkar**  
Chief Technology Officer



Quick Heal Technologies (P) Ltd.  
603, Mayfair Towers-II, Wakdewadi, Shivaji Nagar  
Pune-411005, Maharashtra, India

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Pune-411005 Maharashtra, India

Phone +91 20 41060400 / 66025985  
Fax +91 20 41060401  
Email info@quickheal.com

## Sqrqite Website Design

### Role

Visual Designer

### Description

- Designed Visuals for Sqrqite responsive website

[www.sqrqite.com](http://www.sqrqite.com)

PROJECT YEAR: OCT 2014



# Successfully implemented across Web Platform!

We provide Security for Large and Small Businesses

Complete Control and Security for mobile devices within your business with our full, centrally-managed, policy compliance and multi-layer security.

Choose a best solution for your business

**Enterprise Security Simplified**

**Enduser Security**  
Manage devices from anywhere, anytime with one simple interface.

**Server Security**  
Fully featured, flexible and reliable security.

**Gateway Security**  
Provides complete security with enterprise-class connectivity.

**Security Features**

- PPR 15.7**: All new and updated user interface simplifies security management with a single console.
- EPS 6.0**: All new and updated user interface simplifies security management with a single console.
- Mobile Device Management**: Enterprise-wide mobile device management with enterprise-wide mobile device policy compliance and full traceability.

**Security Responses**

**Awards and Certificates**

**AV Comparatives AUS 2014**

**News**

**Whitepapers & Case studies**

**TOYOTA** **GITALI**

**Download PDF** **Download ZIP** **Download PPT**

**Download PDF** **Download ZIP** **Download PPT**

**Locate Dealer** **Get Size** **Get Pricing** **Review** **Download Product Brochure** **Download Jpeg** **Download Videos**

**Company** **Customer Support** **Helpdesk** **Product Support** **Support & Sales** **Helpdesk** **Product Support** **Support & Sales**

**Privacy Policy** **Legal Notices** **Terms & Conditions** **Feedback** **Log In**

**Address Details and Payment Mode**

**Billing Address**

**Delivery Address**

**Take Note**

**Address Line 1** **Address Line 2** **Address Line 3** **Address Line 4** **Address Line 5** **Address Line 6**

**Name as Billing Address** **Yes** **No**

**Name\***

**Address\***

**City/State\***

**Zip/Postal Code\***

**Country\***

**State/Province\***

**District\***

**City/Postal Code\***

**Mobile Phone\***

**Fax**

**Email Address\***

**Confirm Email Address\***

**Sig\***

**\* Required Fields**

**Thank you for choosing Seqrte. Please select your mode of payment to proceed.**

**Payment Mode\***

**Credit Card or Debit Cards**

**Default Payment Gateway\***

**Bill Desk** **Bank Payment Gateway**

**Please note that most of the and cards are accepted. Select the payment gateway are proved you Credit or Debit Card details to complete the transaction.**

**\* Required Fields** **Save and Continue**

**Review and confirm**

**Make Payment**

**Search nearest dealer**

**SEQRITE** **Enduser Security** **Server Security** **Gateway Security** **Support**

**Find nearby Dealer Locations**

**What's New & Security Utilities**

**SEQRITE News**

**Download Update**

**From My Tools**

**Scan My File**

**Report File Virus Detection**

**Quick Help Guide**

**SEQRITE News & Security Announcements**

**Locate Dealer** **Get Size** **Get Pricing** **Review** **Download Product Brochure** **Download Jpeg** **Download Videos**

**SEQRITE**

**Enduser Security** **Server Security** **Gateway Security**

**Solutions**

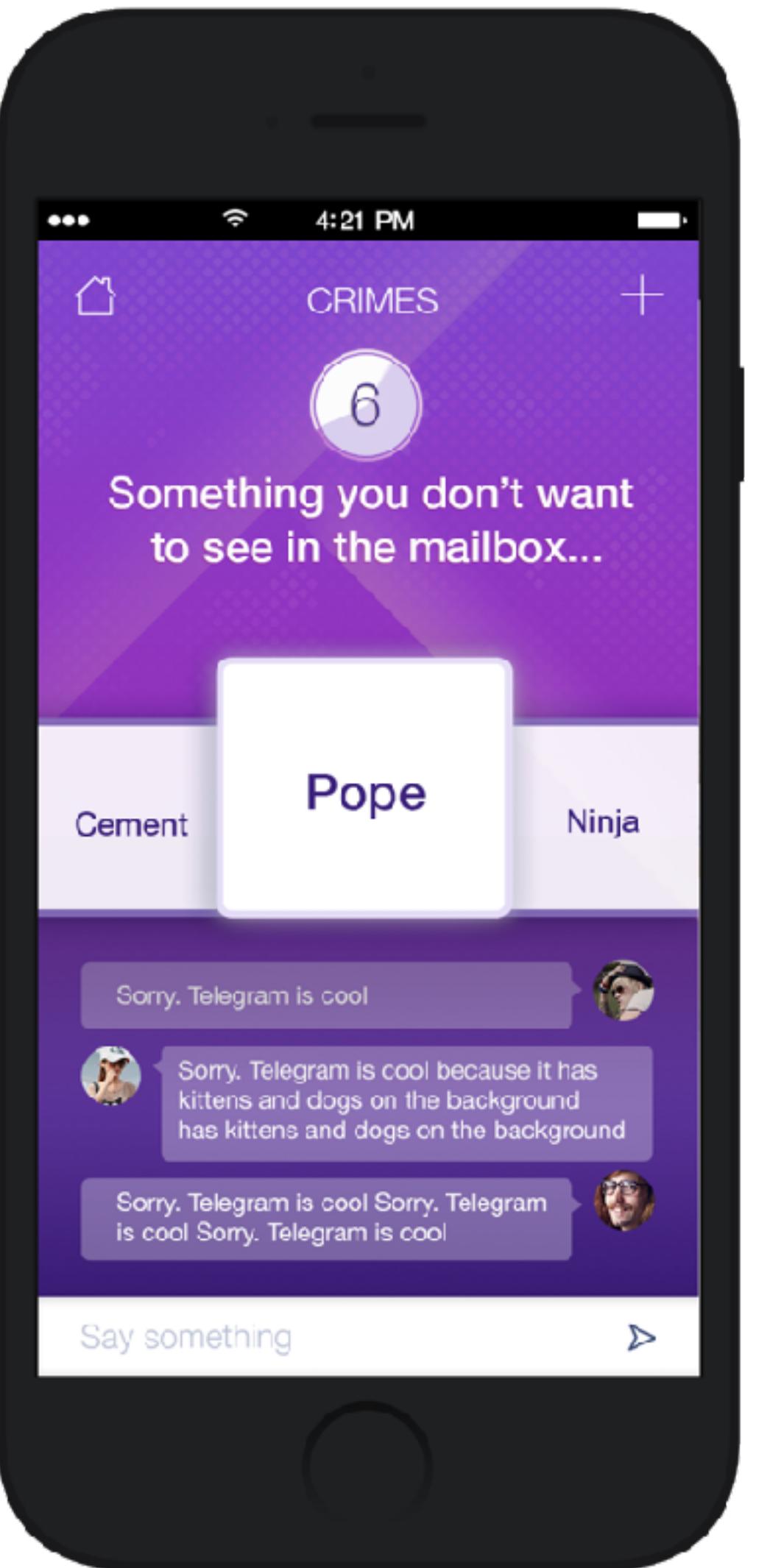
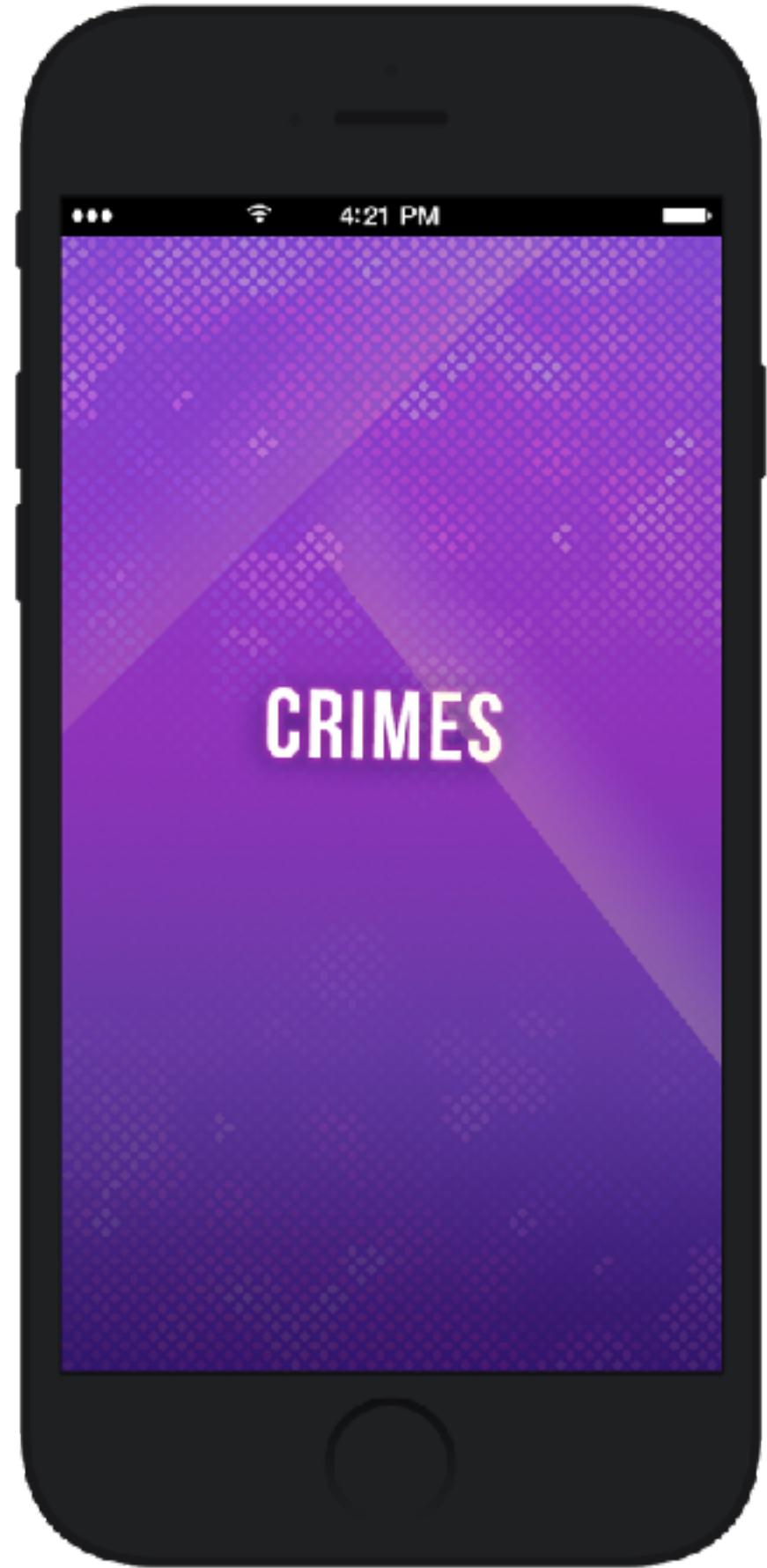
**Choose a best solution for your business**

**By Industry**

**By Size**

**By Need**

**Find Solution**



## Crimes POC

### Role

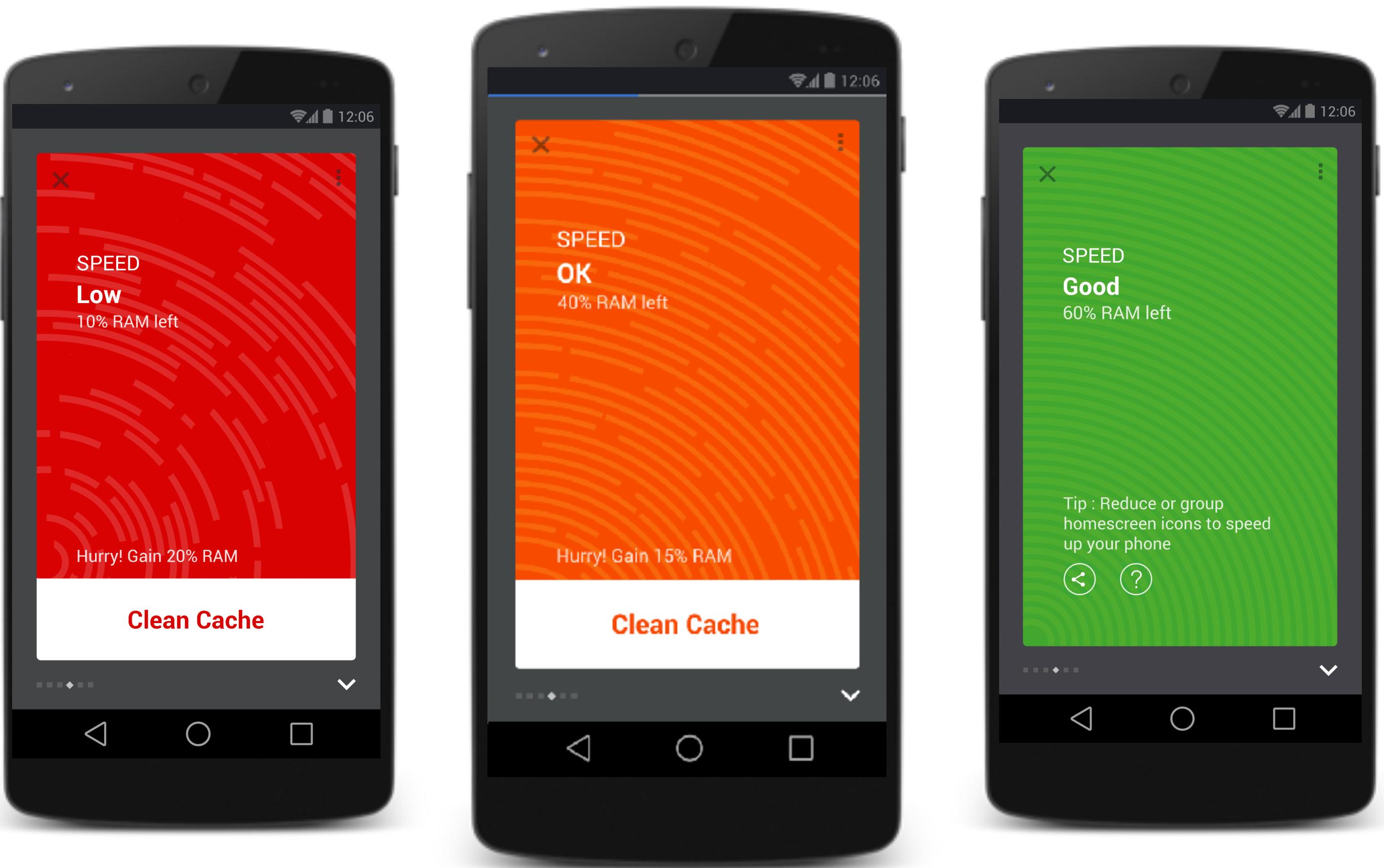
Visual Designer

### Description

- Designed Visual design screens for Crimes project
- POC done for an iOS App

PROJECT YEAR: SEP 2014

## Quick Heal – Fonetastic App



### Role

Visual Designer

### Description

- Visual and Animation design for Quick heal App (Consumer mobile Security domain)
- Created artefacts for the app screens
- Designed state transitions

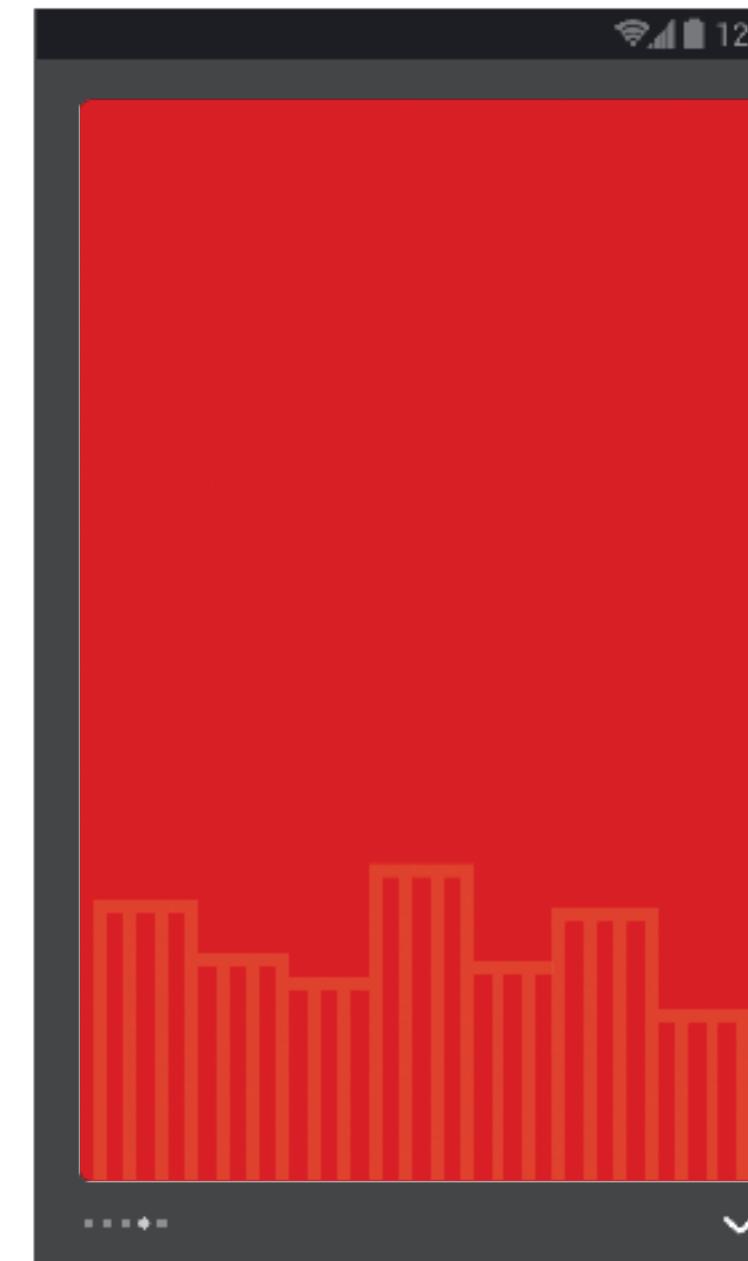
PROJECT YEAR: OCT 2014

# Transition

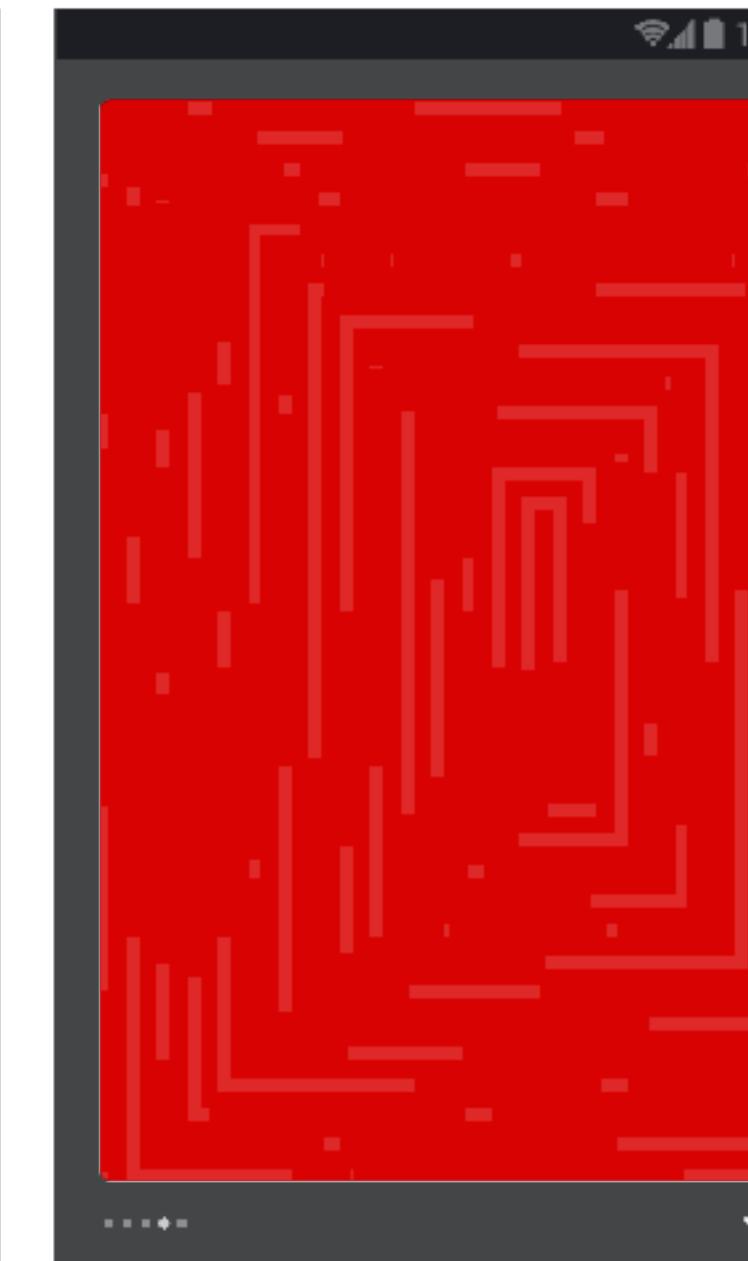
BATTERY



DATA



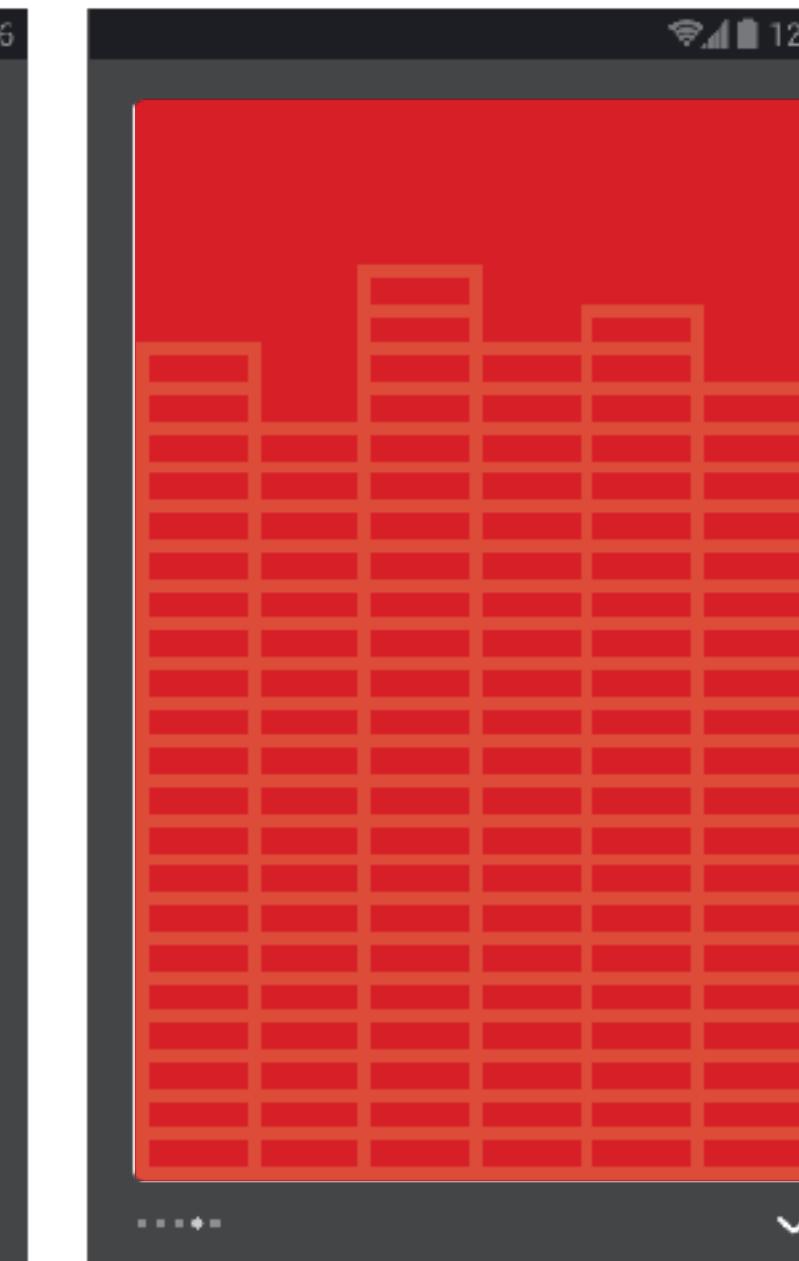
SECURITY



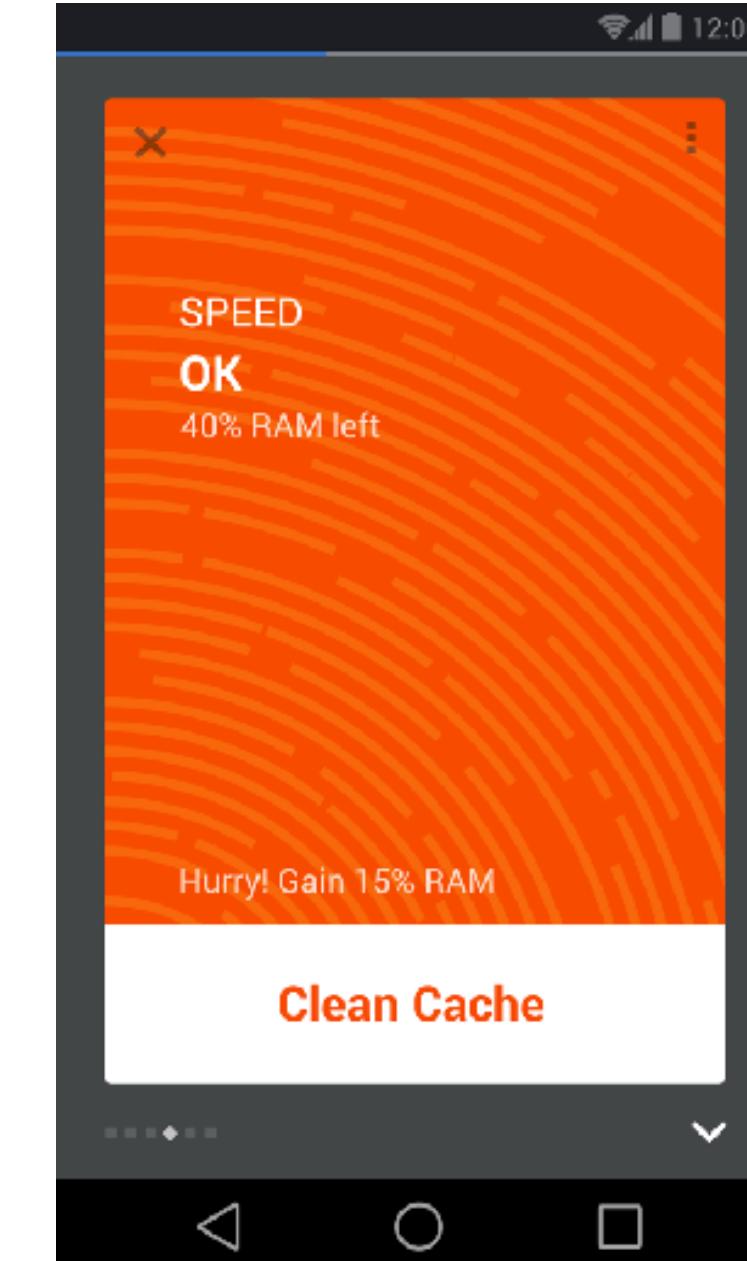
PRIVACY



STORAGE



SPEED



Successfully implemented and available on Google Playstore



## Cbazaar Website Design

### Role

Visual Designer

### Description

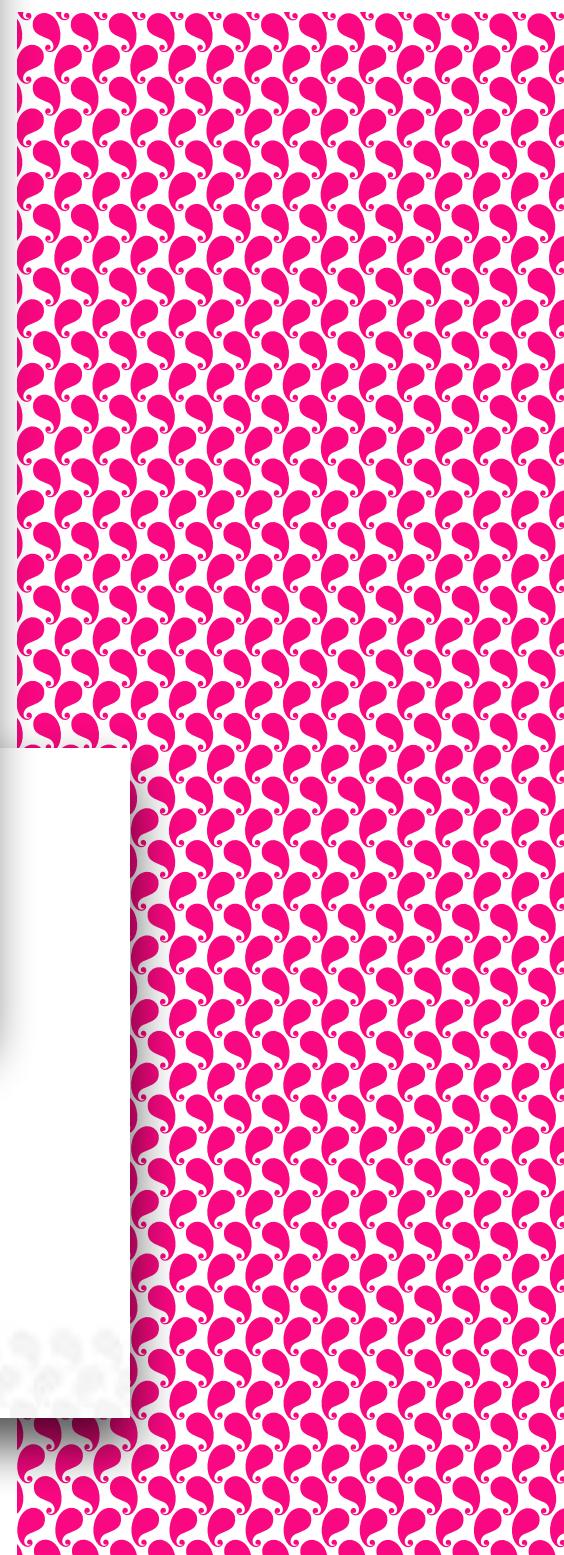
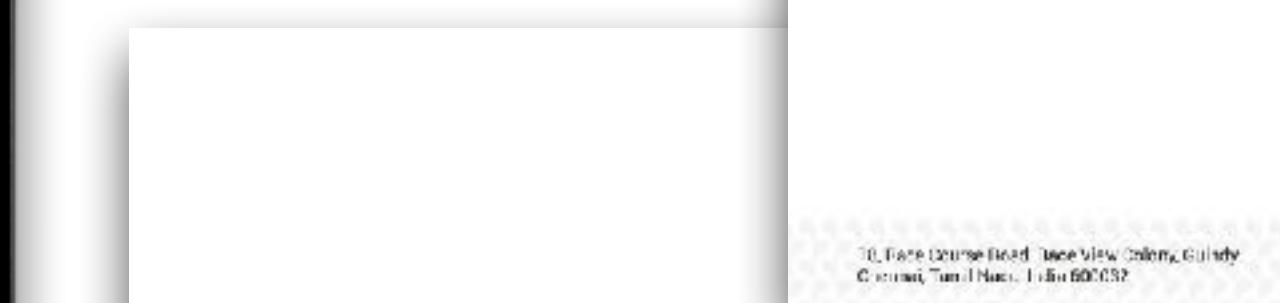
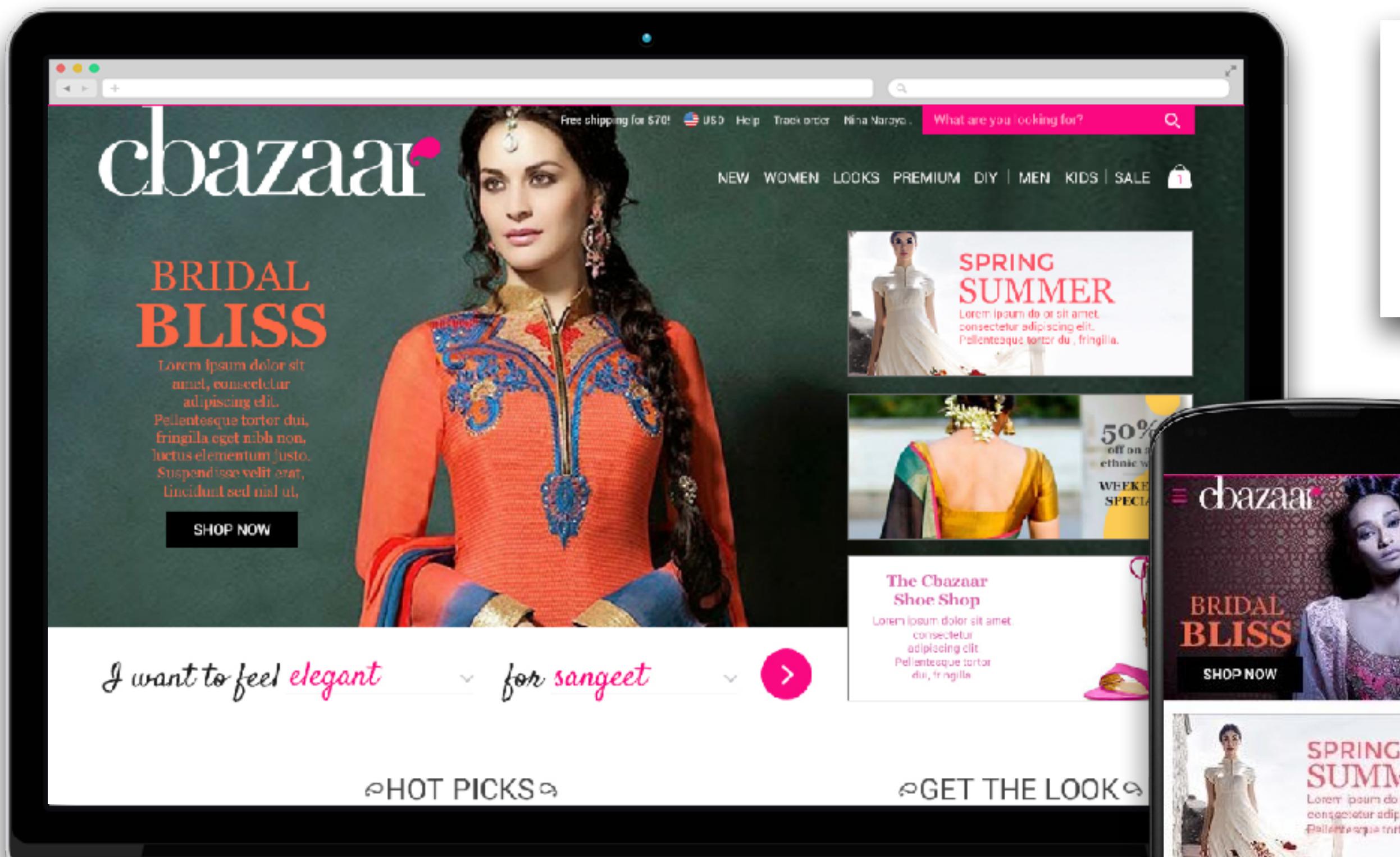
- Branding and visual design for Cbazaar

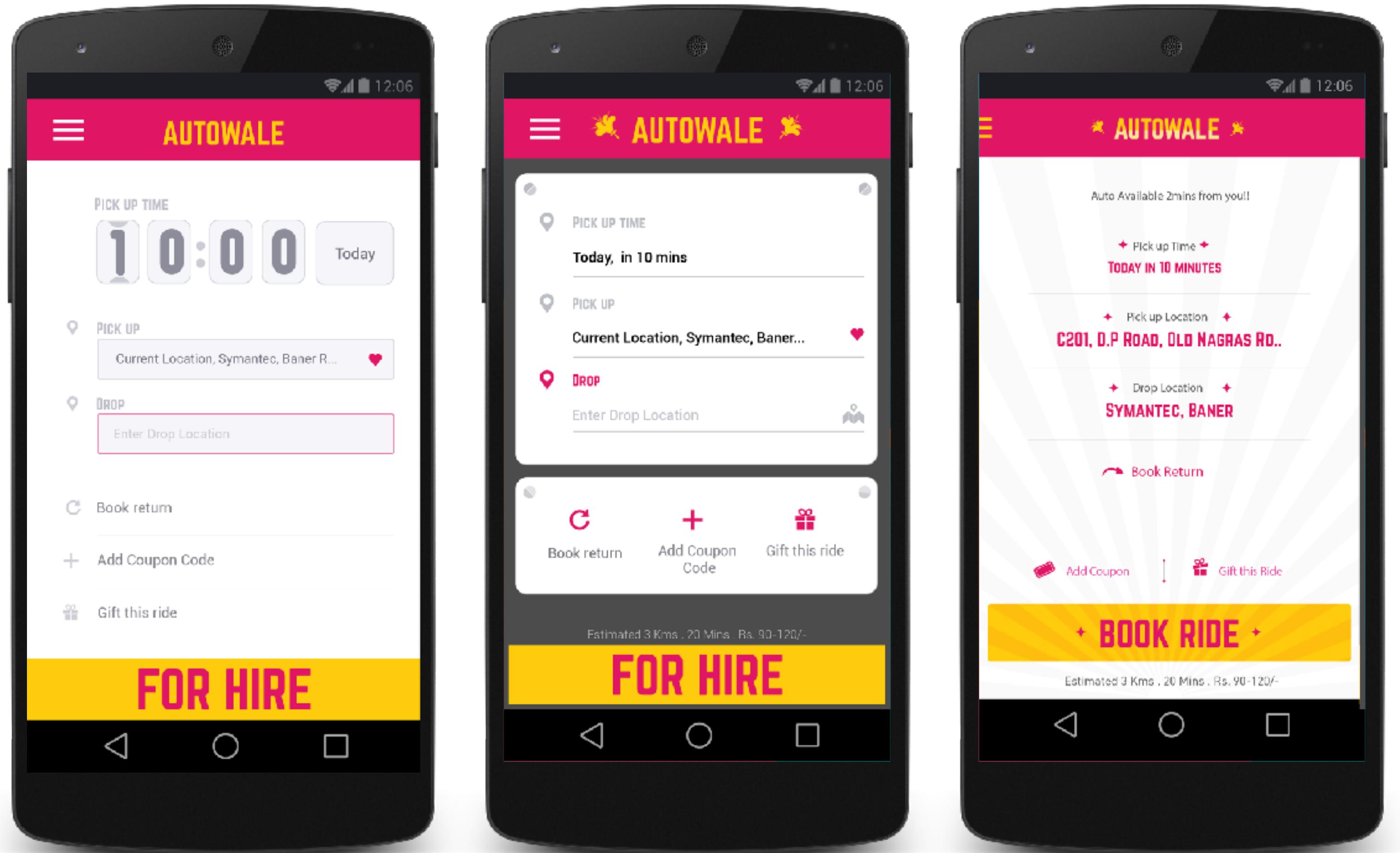
[www.cbazaar.com](http://www.cbazaar.com)

PROJECT YEAR: DEC 2014

## Successfully implemented Locally and Globally across Web and Print Platforms!

cbazaar.com





## Autowale

### Role

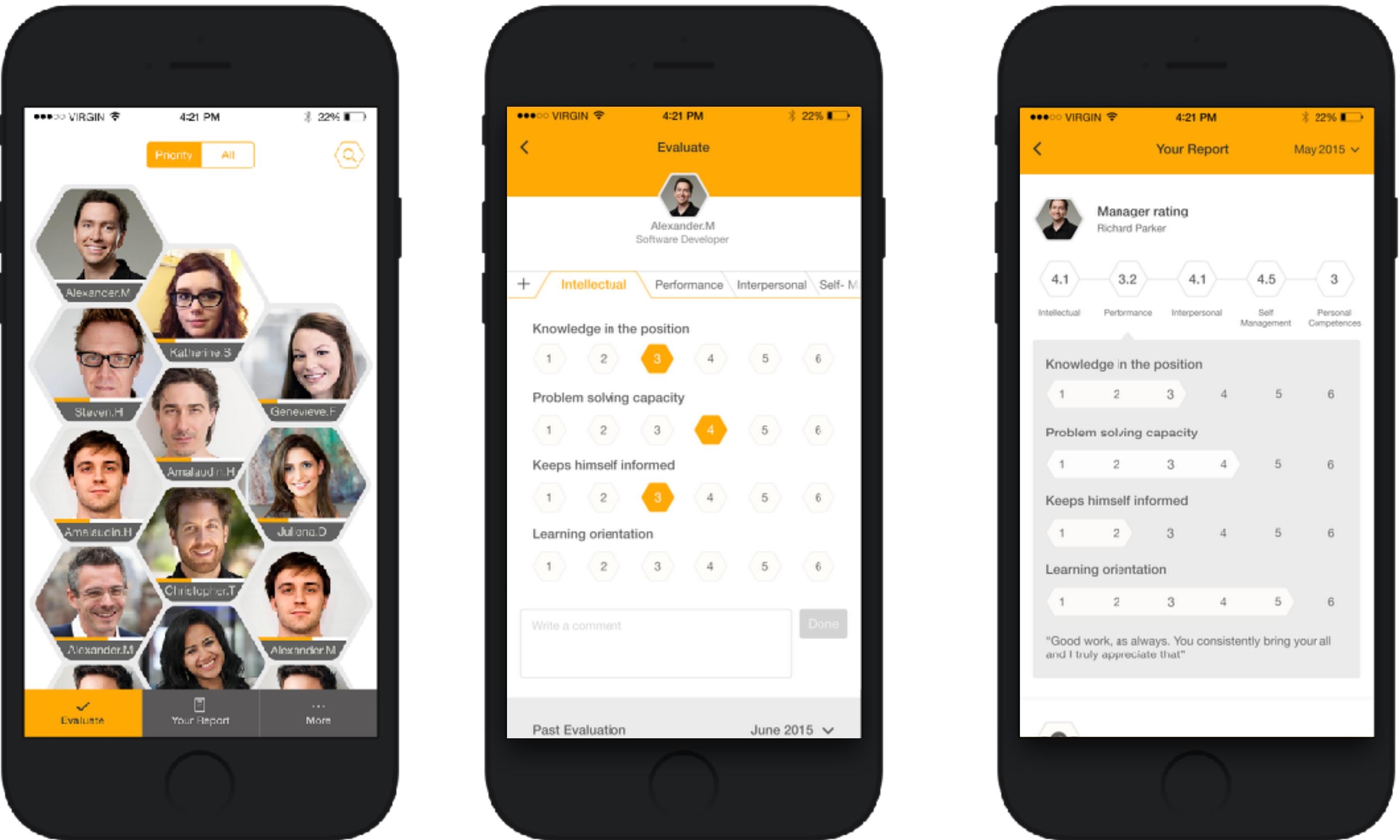
Visual Designer

### Description

- POC for visual design approaches for Autowale

PROJECT YEAR: DEC 2014

## Smart Evaluation



### Role

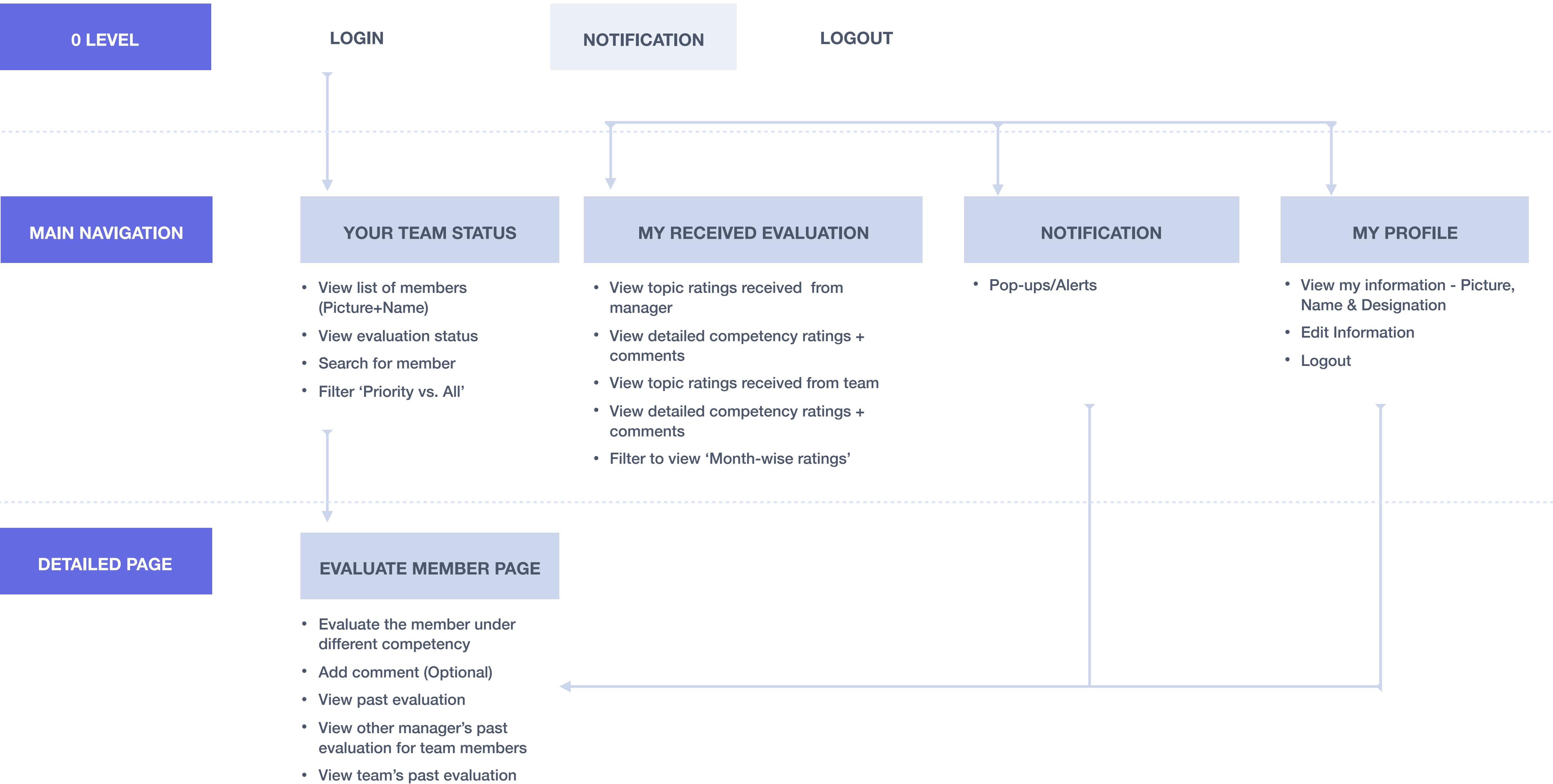
UX Designer | Visual Designer

### Description

- Defined product philosophy, naming, personas, scenarios, use cases & app positioning
- Defined information architecture, interaction design & visual language for iOS & android platform (In-house product)
- Designed visuals for entire platform

PROJECT YEAR: DEC 2014

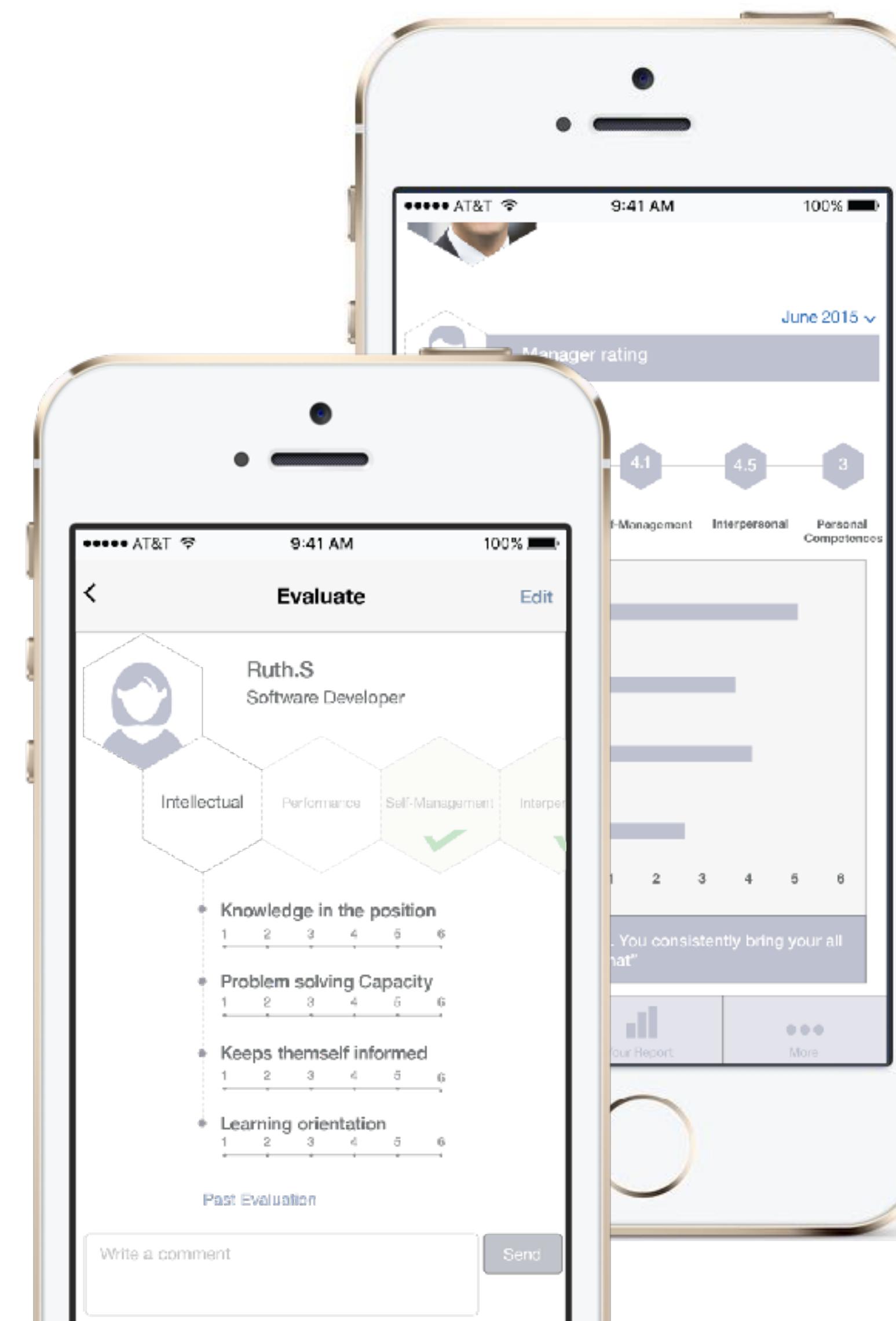
# Information Architecture



# Wireframes



iOS



Android



J F M A M J J I A S O N D  
Intellectual Performance Self-Management  
Interpersonal Personal Competences

# Visual Design



## INFORM - Phase I

### Role

UX Designer | Visual Designer | Strategy Designer

### Description

- Defined user journey map
- Defined visual design strategy for the platform & proposed future scenarios
- Designed visuals (Responsive Web)



PROJECT YEAR: OCT 2015

# Visual Design

Successfully implemented  
phase I

**Analytics**

**Daily Partner Report**

LAST Month

Video Views 543,483 AD Views 233,762 Net Revenue 164.74

Page Saturation 12.35% Unique Videos 87

**Devices**

Device	AD VIEWS	VIDEO VIEWS	NET REVENUE
US	6,543,483	6,988,480	534.64
US Desktop	4,675,785	5,043,192	345.67
US Mobile	2,783,748	2,543,780	253.45
International	1,546,843	1,596,628	152.36
Int. Desktop	2,783,748	2,802,375	256.12
Int. Mobile	1546,843	1588,437	153.82

Net Revenue Video Views AD Views

**Products**

Product	AD VIEWS	VIDEO VIEWS	NET REVENUE
SE	750	700	250
STUDIO	650	600	200
SLIDER	550	450	150
PLAYLIST SLIDER	800	700	250
OTHERS	350	300	100

Net Revenue Video Views AD Views

**Top Videos**

Video ID	Title	Views
56322	South Carolina school officer caught on video beating down a class four...	232.83
64733	Cash crop video shows Zachary Hammond shooting	162.36
52764	Identical Strangers Meet Each Other While Studying in...	129.38
67433	Yesville teacher seen pointing out English test answers to class and is...	100.37
74864	South Carolina school officer caught on video beating down a class flour...	67.87

**Analytics**

**Inform Page Intelligence**

PPIX Enabled North America Partner A Partner C Clear all filters

Sort By: Max Video Views Last 5 Minutes

http://www.allenwest.com/2015/11/uh-oh-first-bill-under-paul-ryan-is-bad-news/ Dynamic: PPIX

VIDEO TITLE	PLACEMENT TYPE	PLACED ON	WIDGET INDEX	WIDGET ID&D	VIDEO VIEWS	AD VIEWS
shows Zachary Ying	PPIX	24 Nov 15	02	6574	10	05
suns, Found in Home	WP	15 Nov 15	05	5454	545	745
shows Zachary Ying	PPIX	24 Nov 15	04	6574	10	05

**Analytics**

**Daily Partner Report**

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Net Revenue Video Views AD Views

**Dimensions**

- Distributor
- Video/Title
- Site Section
- Country
- Device
- Date

**Filter By**

**Date Range**

**Distributors**

**Sources**

Search Partner Name

- Content Partner 1
- Content Partner 2
- Content Partner 3
- Content Partner 4

**Country**

**Device**

**Video Views Range**

**Ad Views Range**

**Revenue Range**

CLEAR APPLY

## INFORM - Phase II

### Role

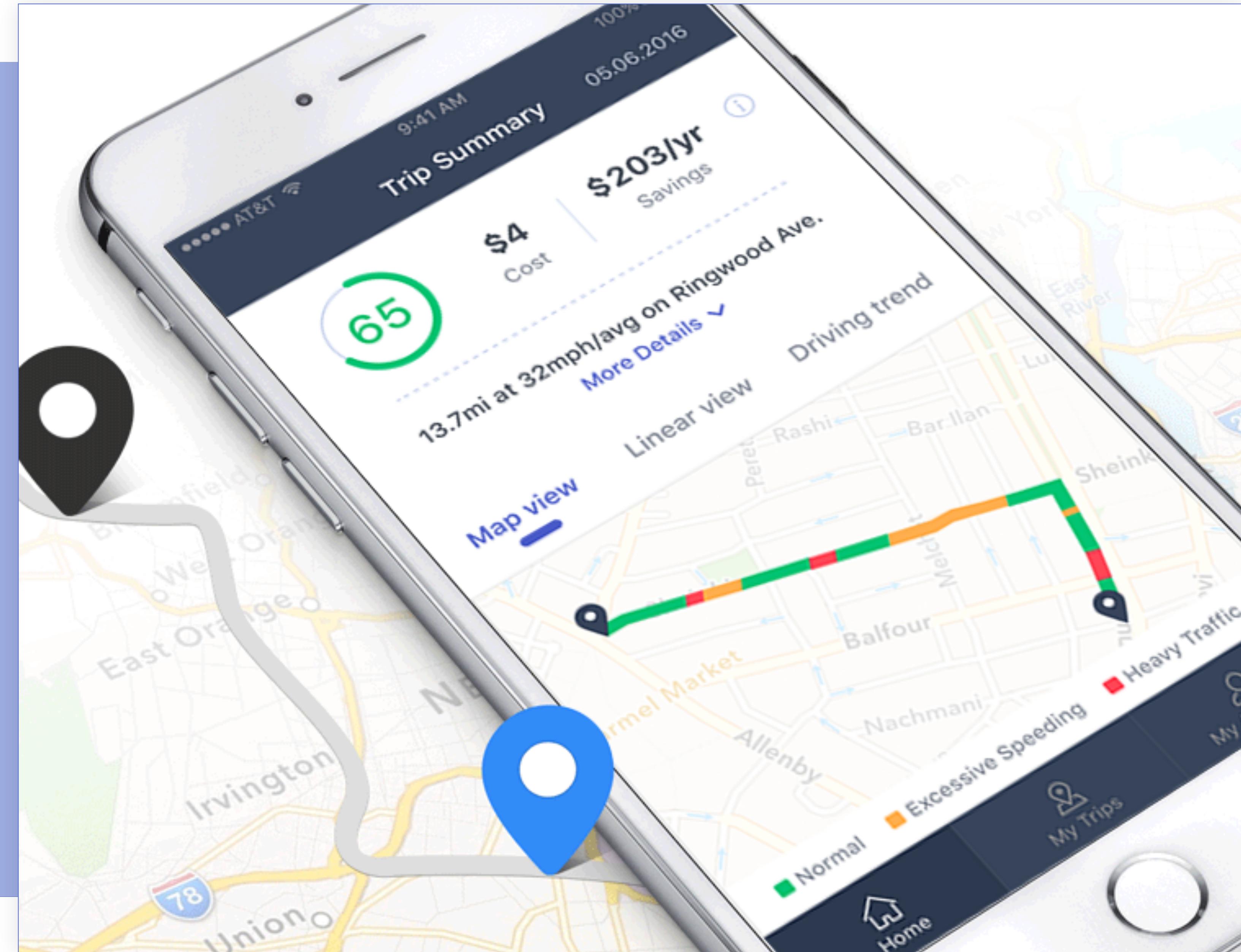
UX Designer | Visual Designer | Strategy Designer

### Description

- Defined ecosystem
- Visualised user scenarios
- Defined high-level workflow



PROJECT YEAR: OCT 2015



## SAFE DRIVE

### Role

Visual Designer

### Description

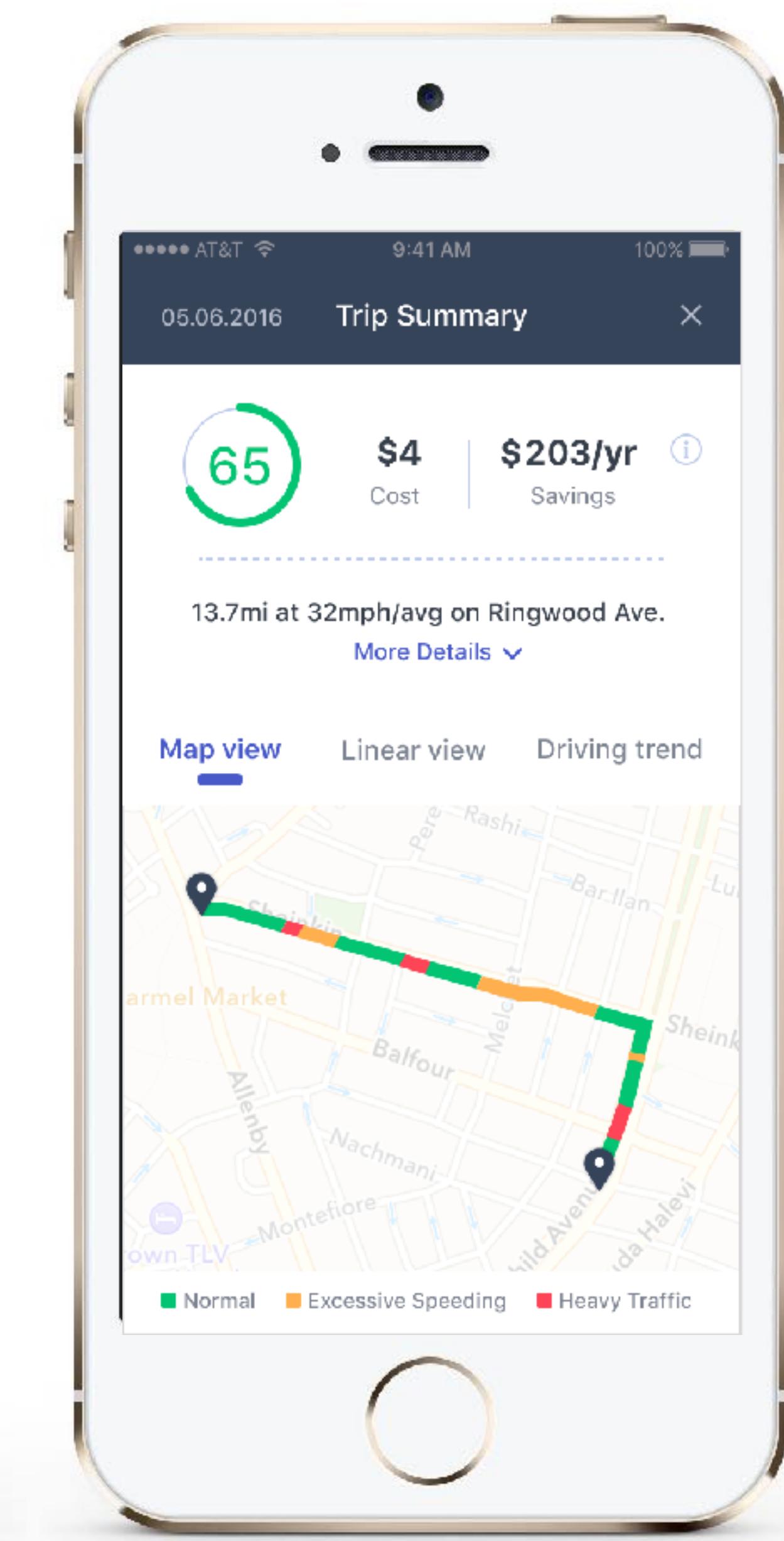
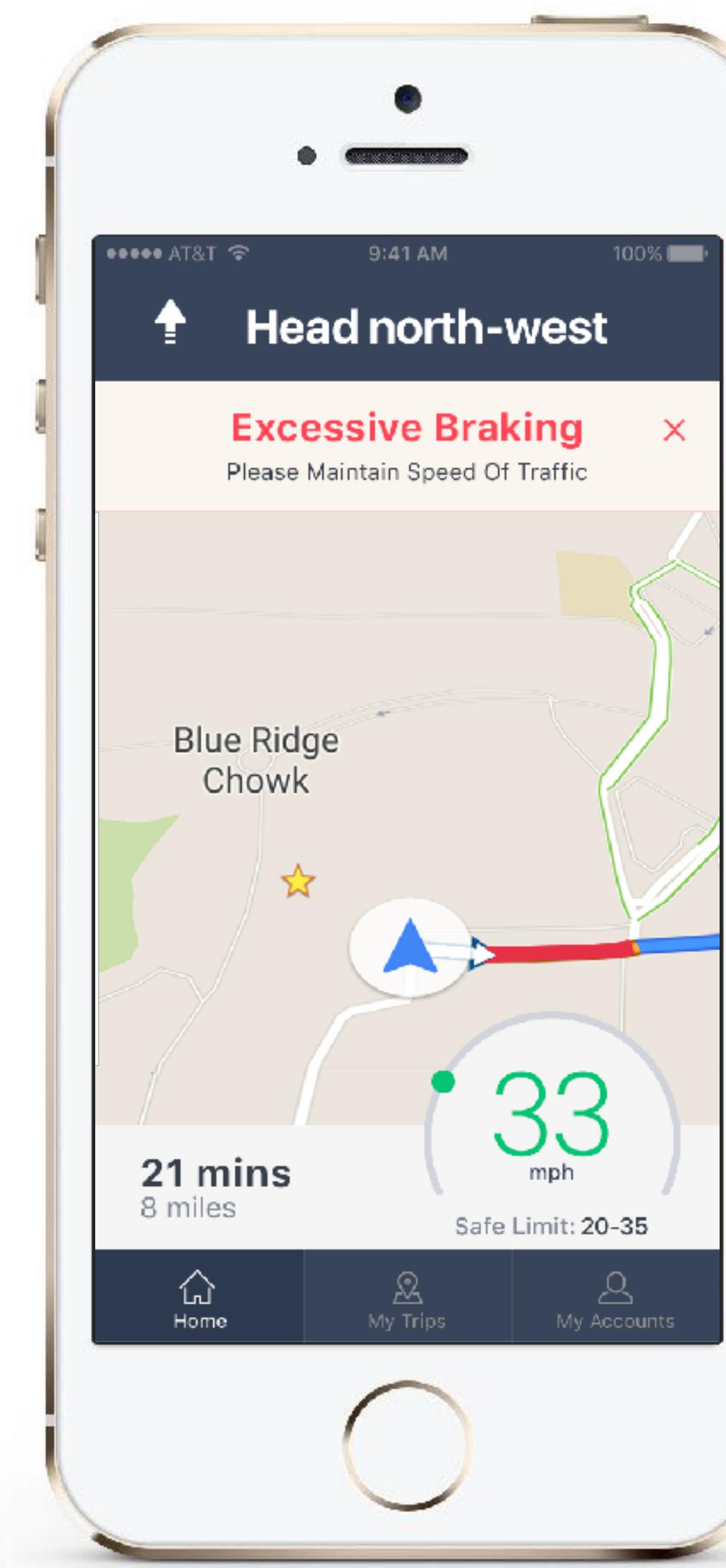
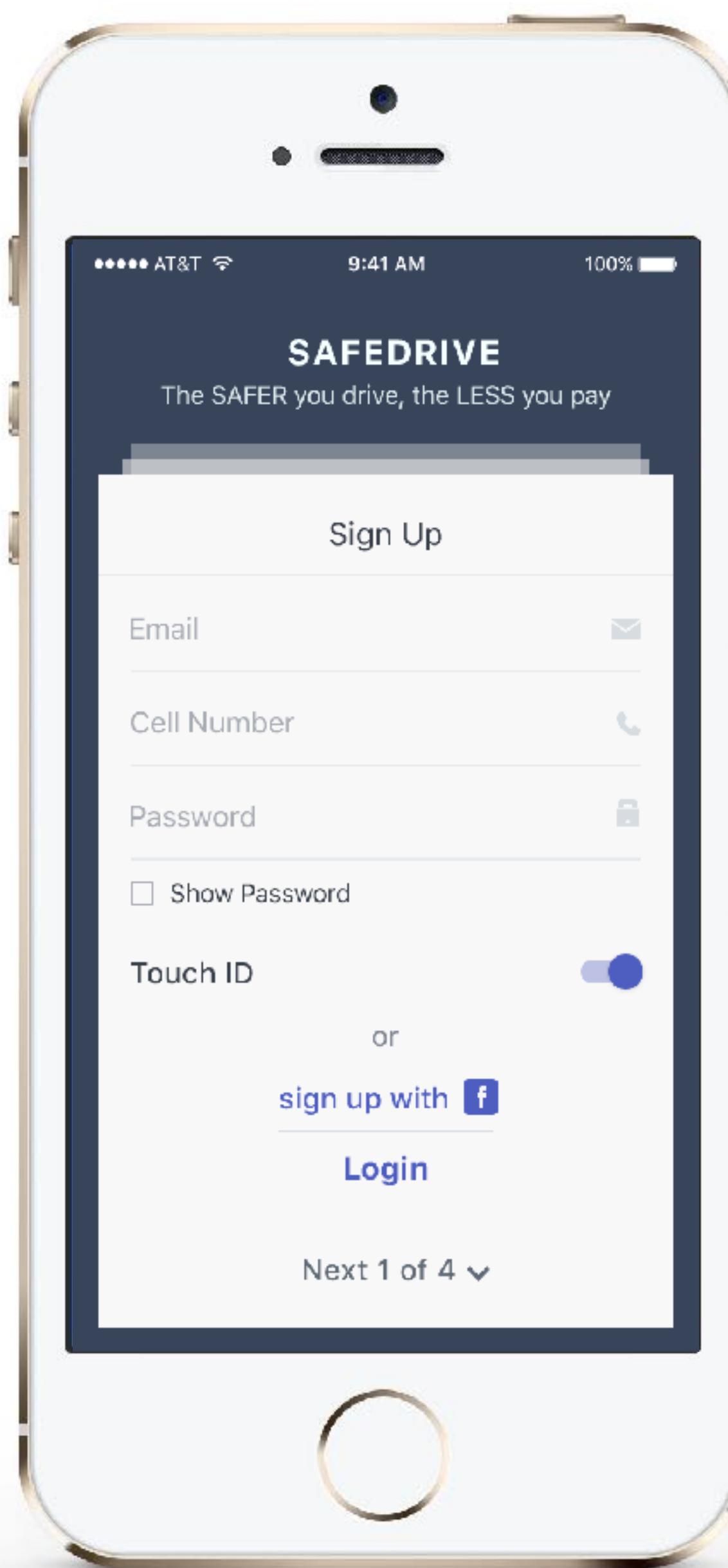
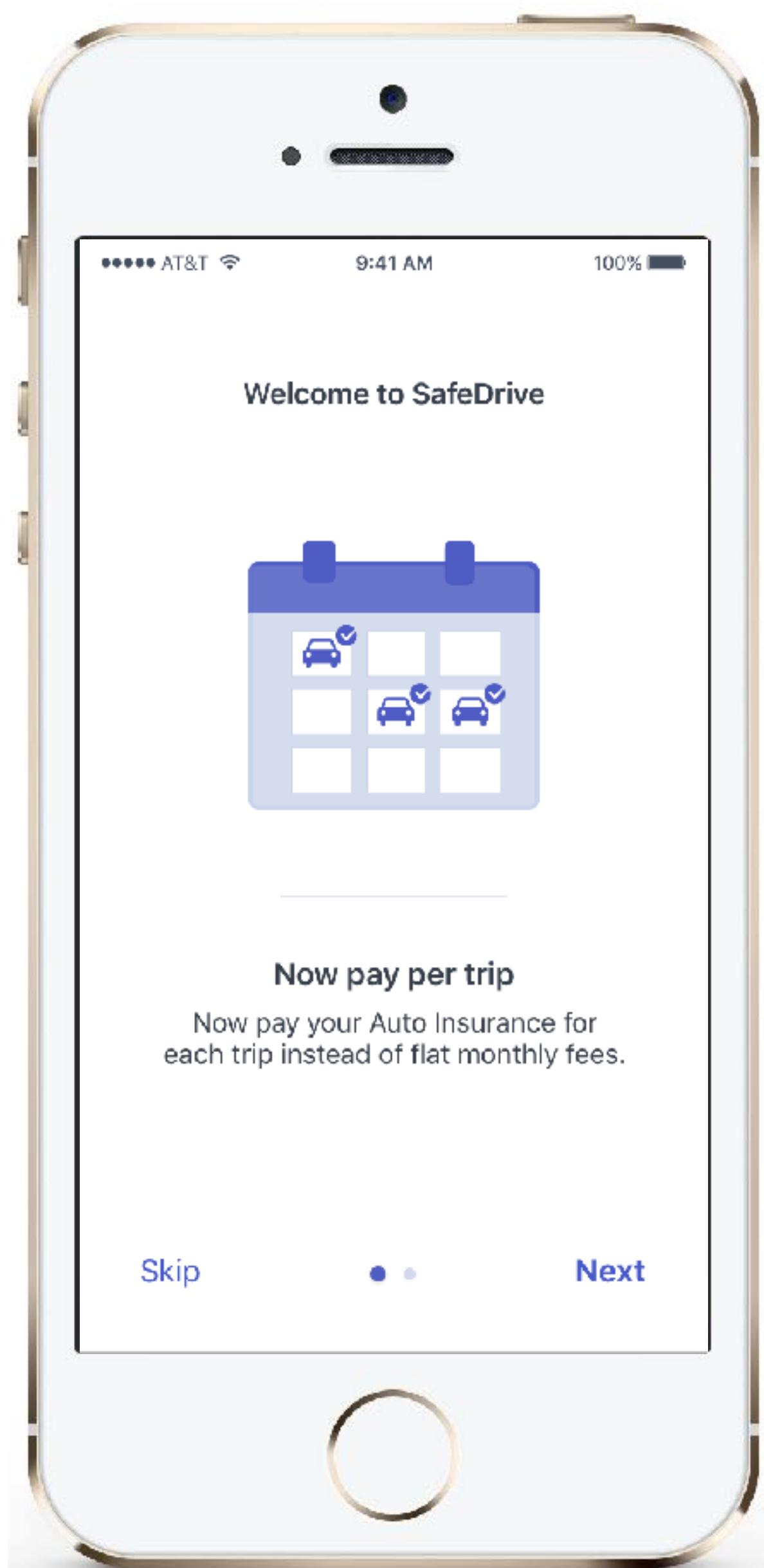
- Identified gaps in the workflow
- Designed Visuals for the entire App (iOS)

### Excerpt from client commendation

"They did a fantastic job filling in the gaps, coming up with clear interaction flows, and then finally the visual designs. After some initial VD iterations, Pranali came up with a design language that is simple, elegant, and modern. The rest of the work was done with very high quality - requiring very few edits from my side - sometimes none! She (and the team) fully understood the context and designed the assets, many times questioning my ideas - but always coming up with a even better solution. I so enjoyed this interaction; it is relatively rare for leaders to work with talented people who are not afraid to speak their mind when they have better ideas. I am forever grateful to this team for having faithfully rendered my vision into tangible product."

PROJECT YEAR: JUN 2016

# Visual Design



## TYCO - Audit Trail

### Role

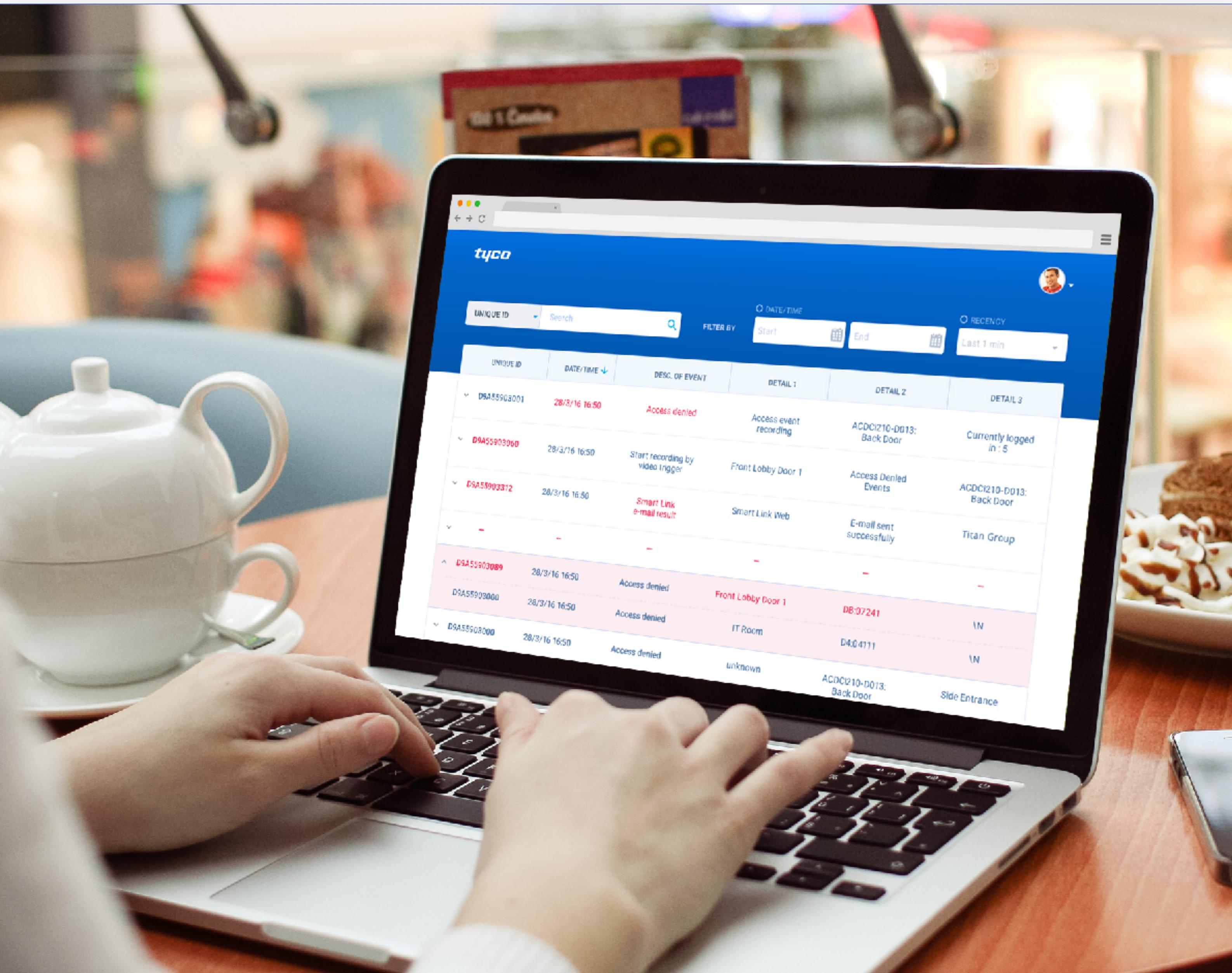
UX Designer | Visual Designer

### Description

- Identified gaps and corrected the workflow
- Reviewed and fixed interaction in detail design
- Designed Visuals for the entire App (Responsive)

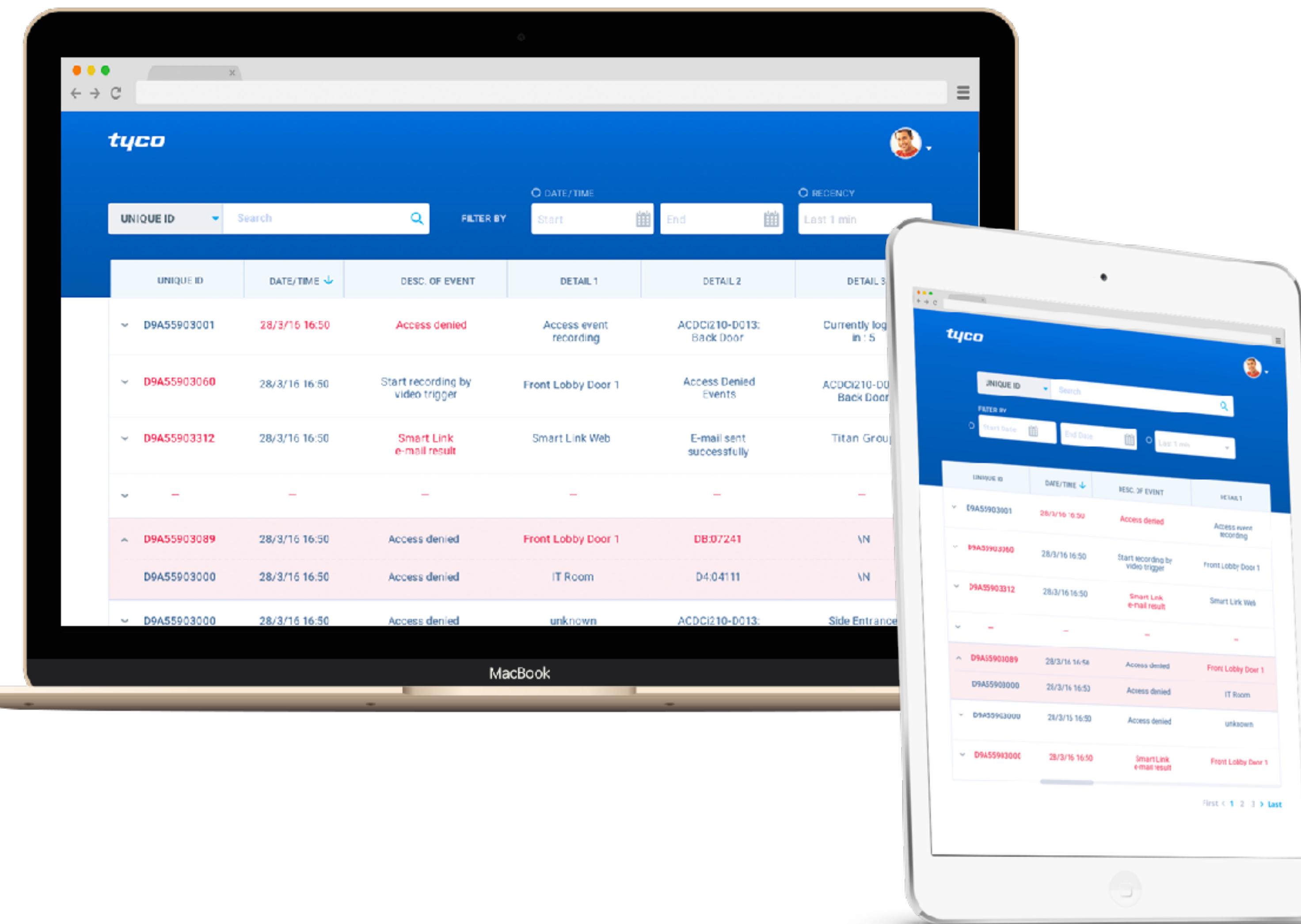
### Rating from client

"Got an impressive 9.94 overall score from customer and got a 10 in "I will recommend them to other companies or colleagues.!""



PROJECT YEAR: AUG 2016

# Visual Design



The image contains four screenshots of the Tyco access control software:

- Screenshot 1:** A blue-themed dashboard with two circular icons: one for 'HACK' and one for 'AUDIT'.
- Screenshot 2:** A table view of access events with columns for UNIQUE ID, DATE/TIME, DESC. OF EVENT, DETAIL 1, DETAIL 2, and DETAIL 3. An inset shows a modal dialog for 'Add New Record' with fields for UNIQUE ID, DATE/TIME, P1TXT, P2TXT, P3TXT, and Save button.
- Screenshot 3:** A detailed view of the access event table with a date range selector from 28/3/16 to 29/3/16.
- Screenshot 4:** A detailed view of the access event table with a date range selector from 14/07/16 to 15/07/16.

Successfully implemented to test blockchain technology!

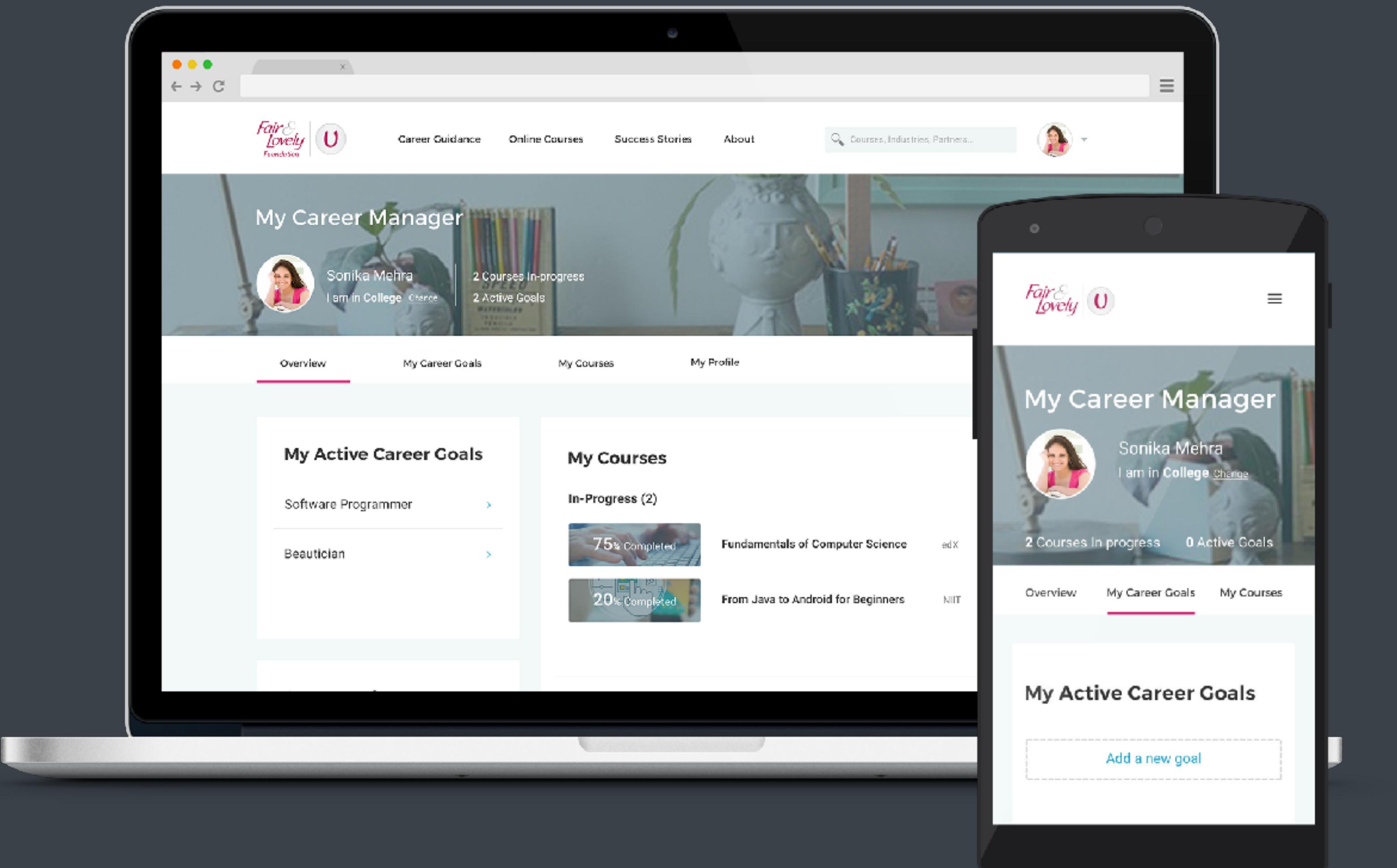
# Fair & Lovely – HUL

## Role

Visual Designer

## Description

- Assisted on chalking out visuals for screens



[www.fairandlovelyfoundation.in](http://www.fairandlovelyfoundation.in)

PROJECT YEAR: AUG 2016



## EH Earth – Allianz

### Role

Visual Designer

### Description

- Designed Visuals for the entire Responsive Web App (Desktop, Tablet & Mobile)

### Excerpt from client commendation

“On behalf of the whole EH team, I'd like to thank you for the good quality of the demo you did this morning, as well as for the job done to achieve sprint 2 on time.

The basis of EH Earth are now in place to start with the third sprint, and I'm confident that it will also be a success to make it live end of November

Again, thank you for your commitment into this project.”

[www.ehearth.com](http://www.ehearth.com)

PROJECT YEAR: SEP 2016

# Visual Design

Find business prospects and know them...

SIGN UP FOR FREE

Region or Postcode

Trade Sector or SIC

Min Turnover

Max Turnover

Company Name

SEARCH

PLATINUM PROSPECTS  
STRONG RATING

GOLD PROSPECTS  
GOOD RATING

SILVER PROSPECTS  
AVERAGE RATING

BRONZE PROSPECTS  
POSSIBLE RATING



Create your free account on EH Earth

FULL NAME

COMPANY

JOB TITLE

PHONE

EMAIL

florian.eschenbacher@allianz.d

PASSWORD

CONFIRM PASSWORD

I have read and agree to [terms & conditions](#)

REGISTER

Already Registered? [LOGIN](#)

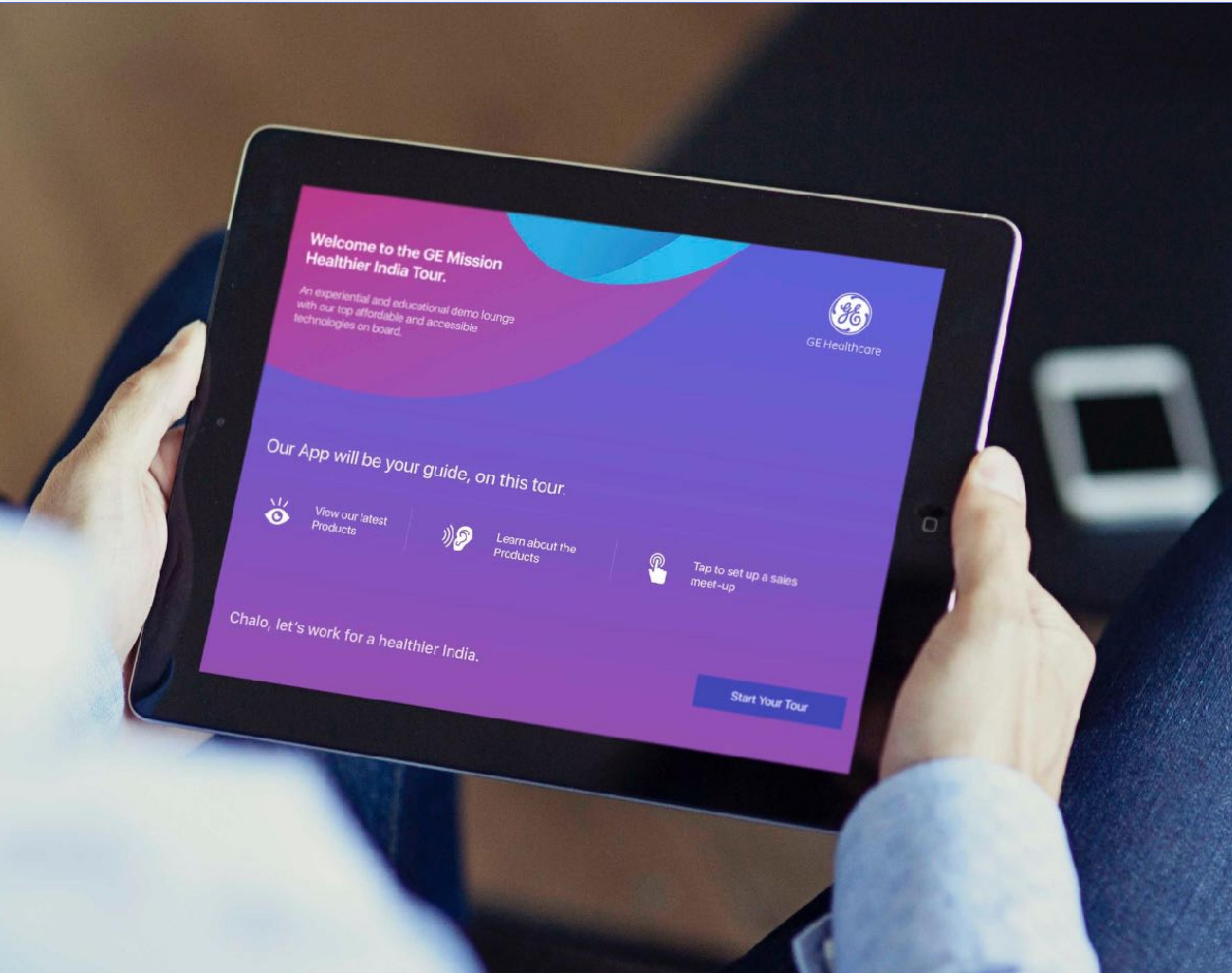
## GE Healthcare

### Role

UX Designer | Visual Design Mentor

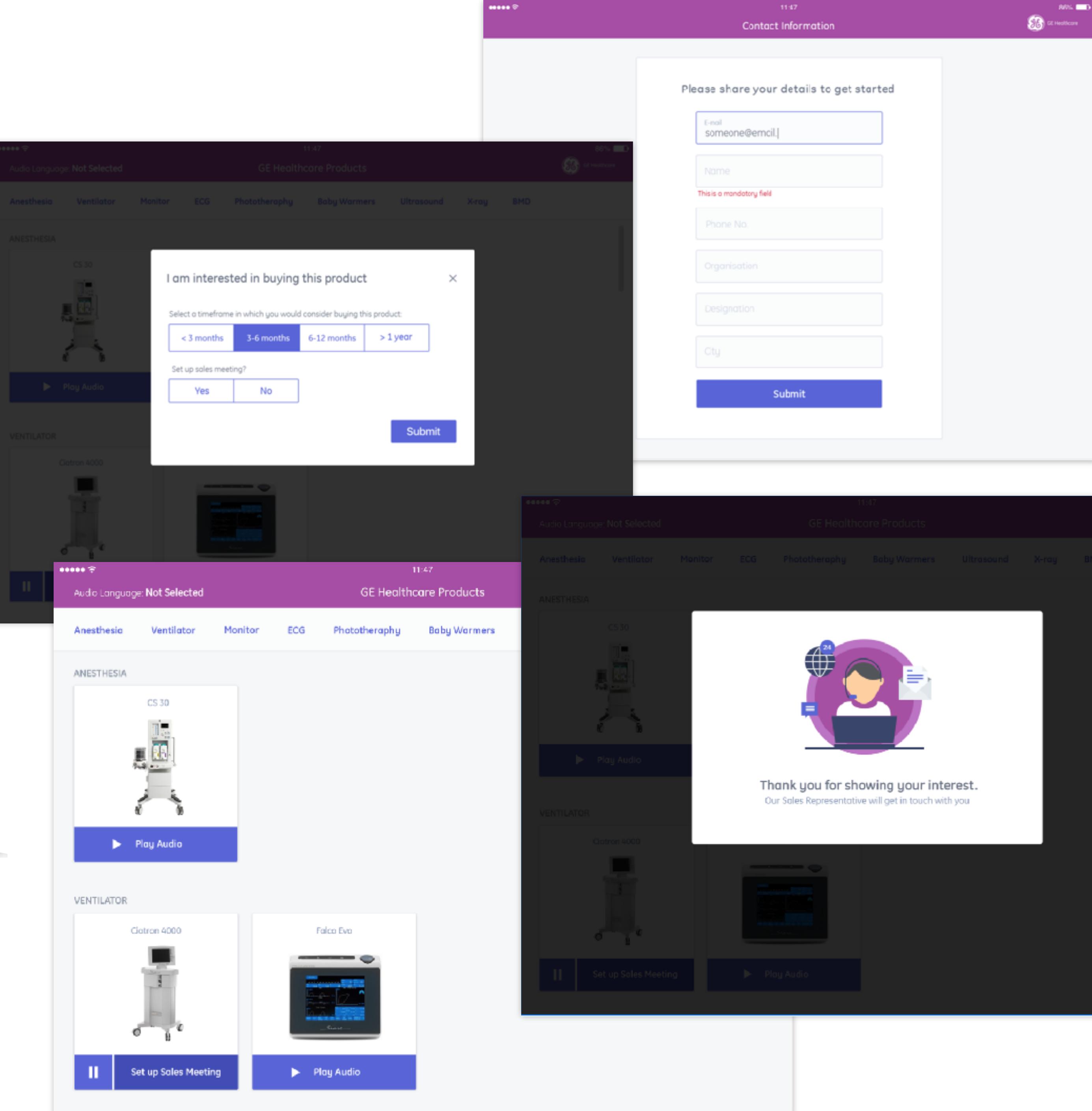
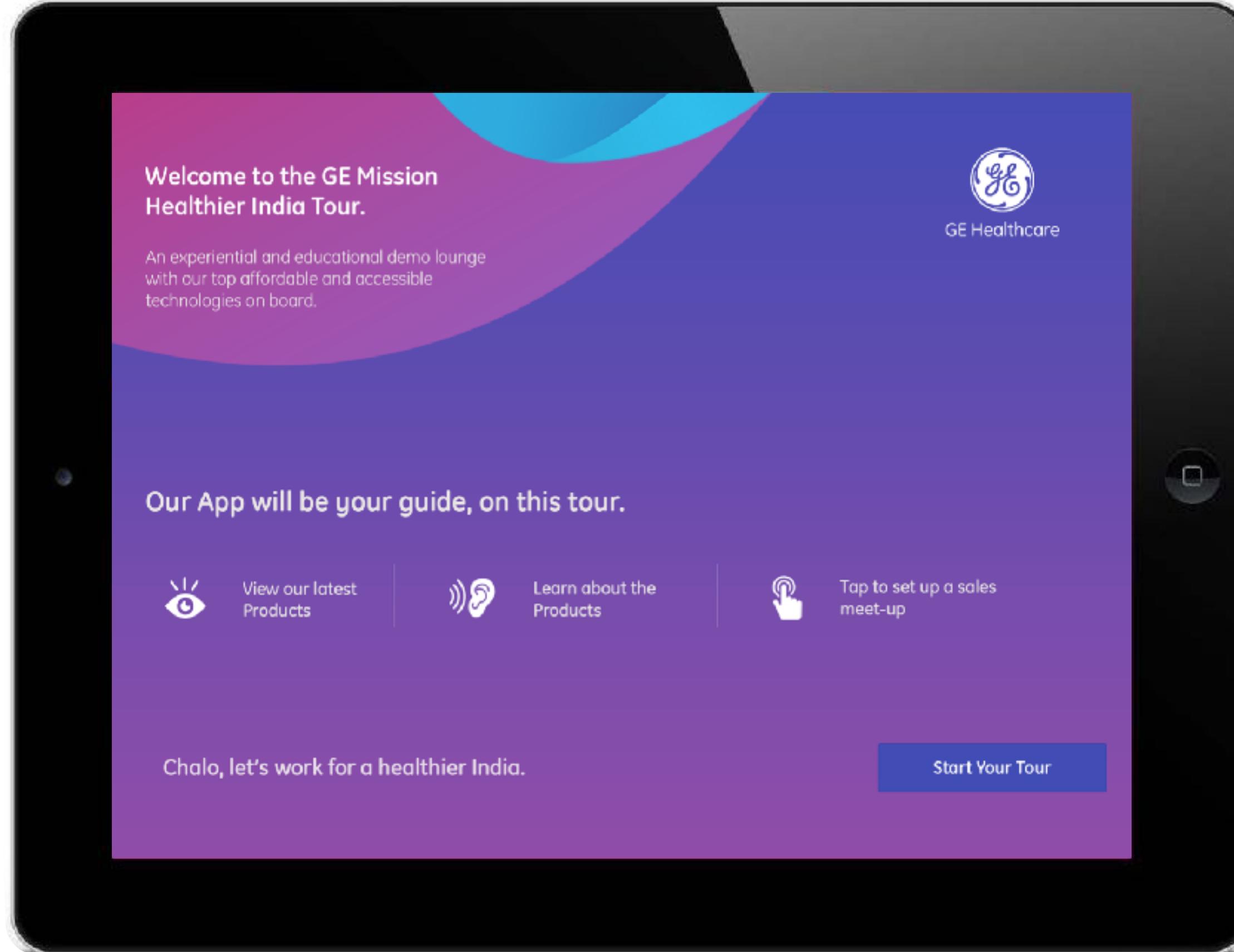
### Description

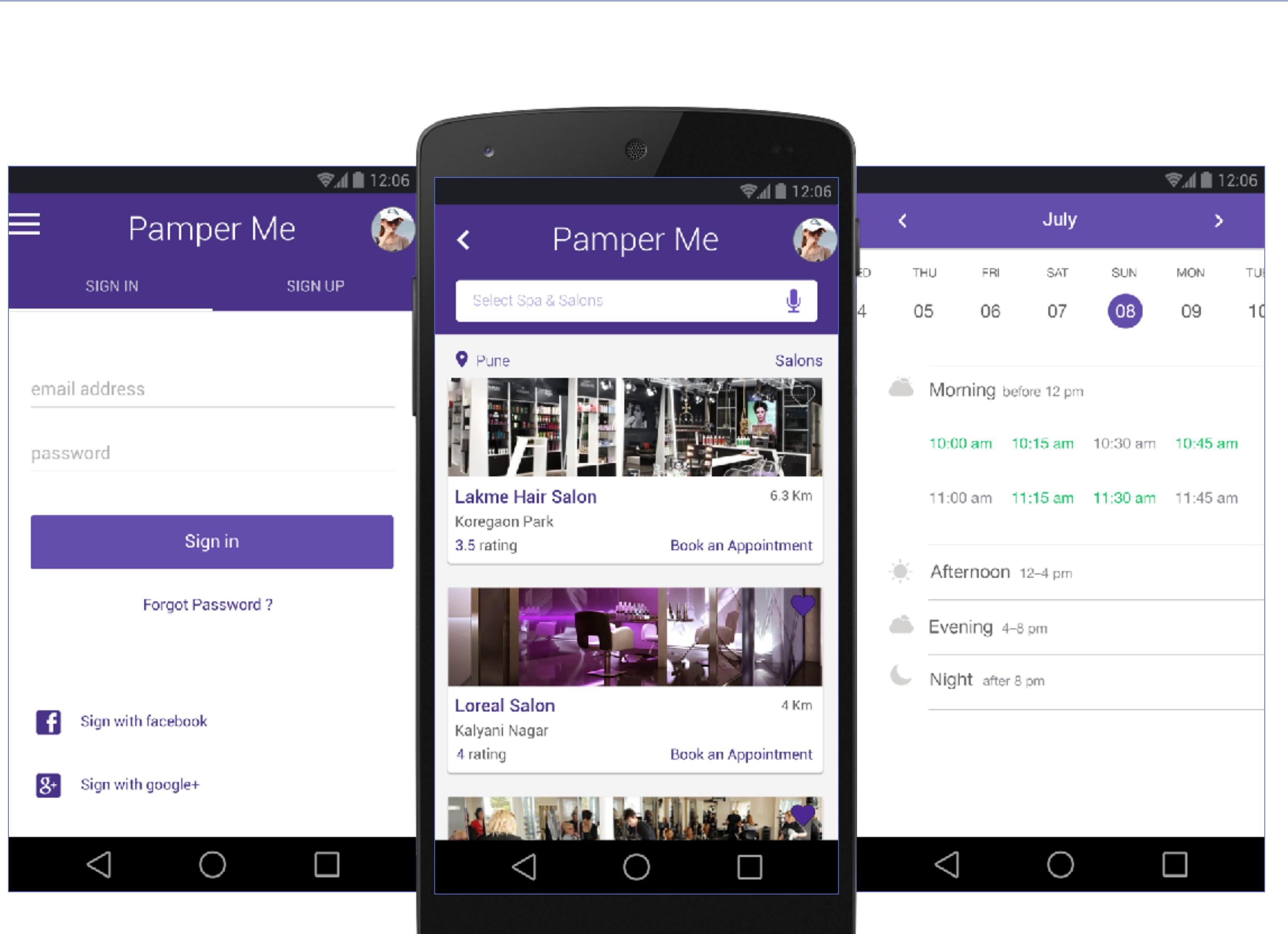
- Defined interaction design (Platform - iOS Tablet)
- Lead the visual design team



PROJECT YEAR: SEP 2016

# Visual Design





## Pamper Me

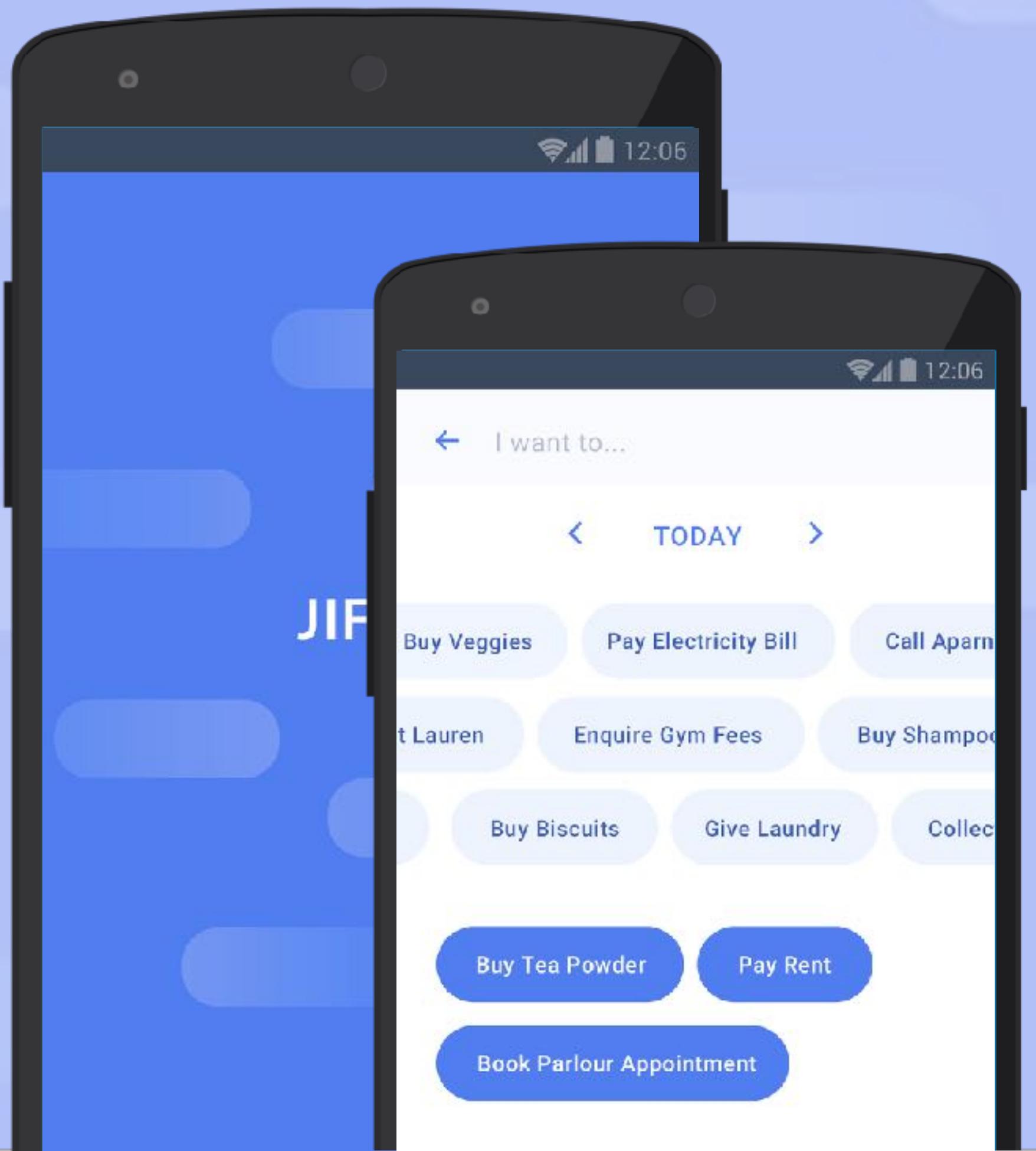
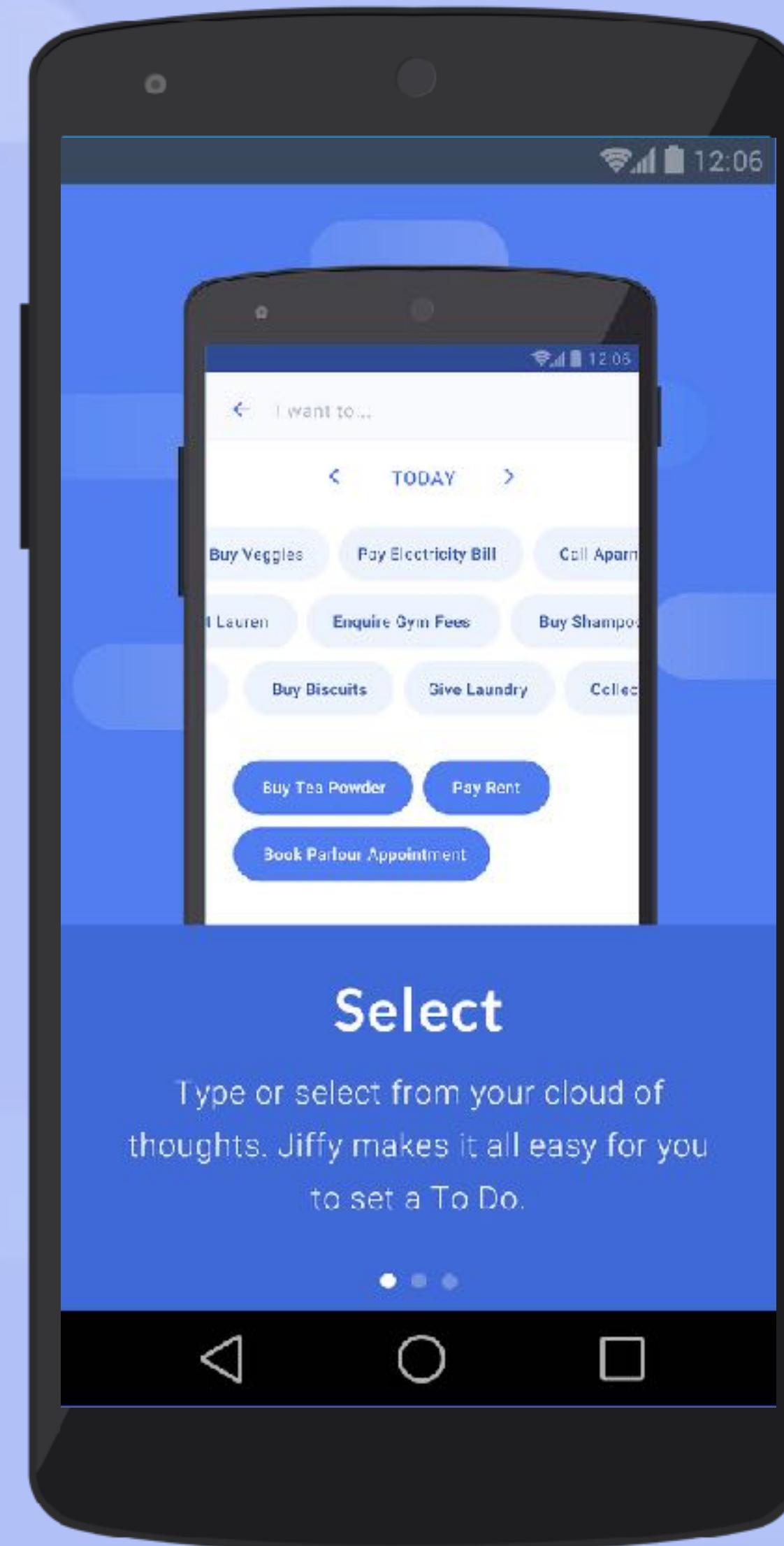
### Role

UX Designer | Visual Designer

### Description

- Self initiated project.
- Idea was to explore android guidelines.
- Choose an existing application, visualised the flow and revamped the look.

PROJECT YEAR: Jun 2015



## Jiffy

### Role

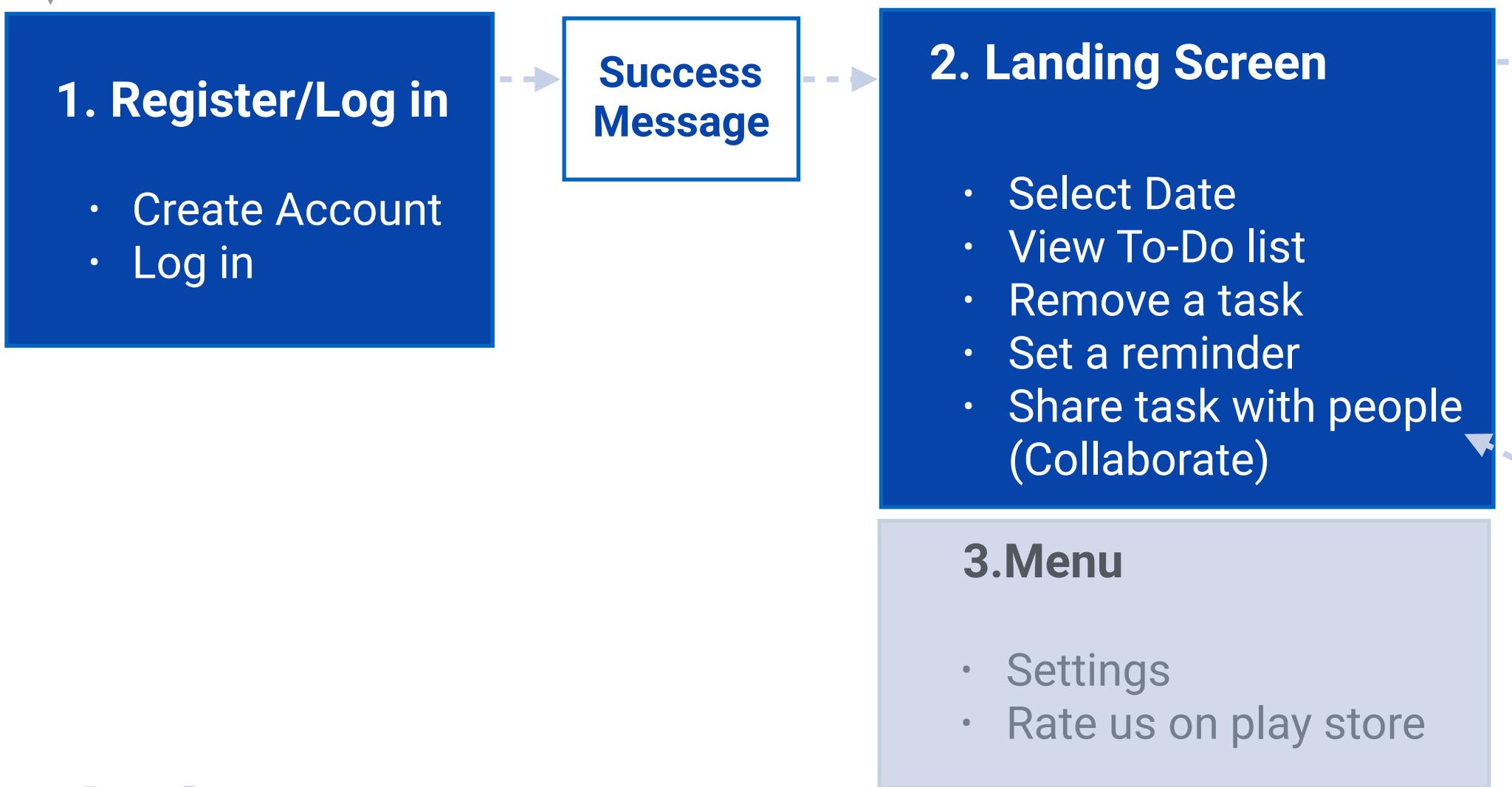
UX Designer | Visual Designer

### Description

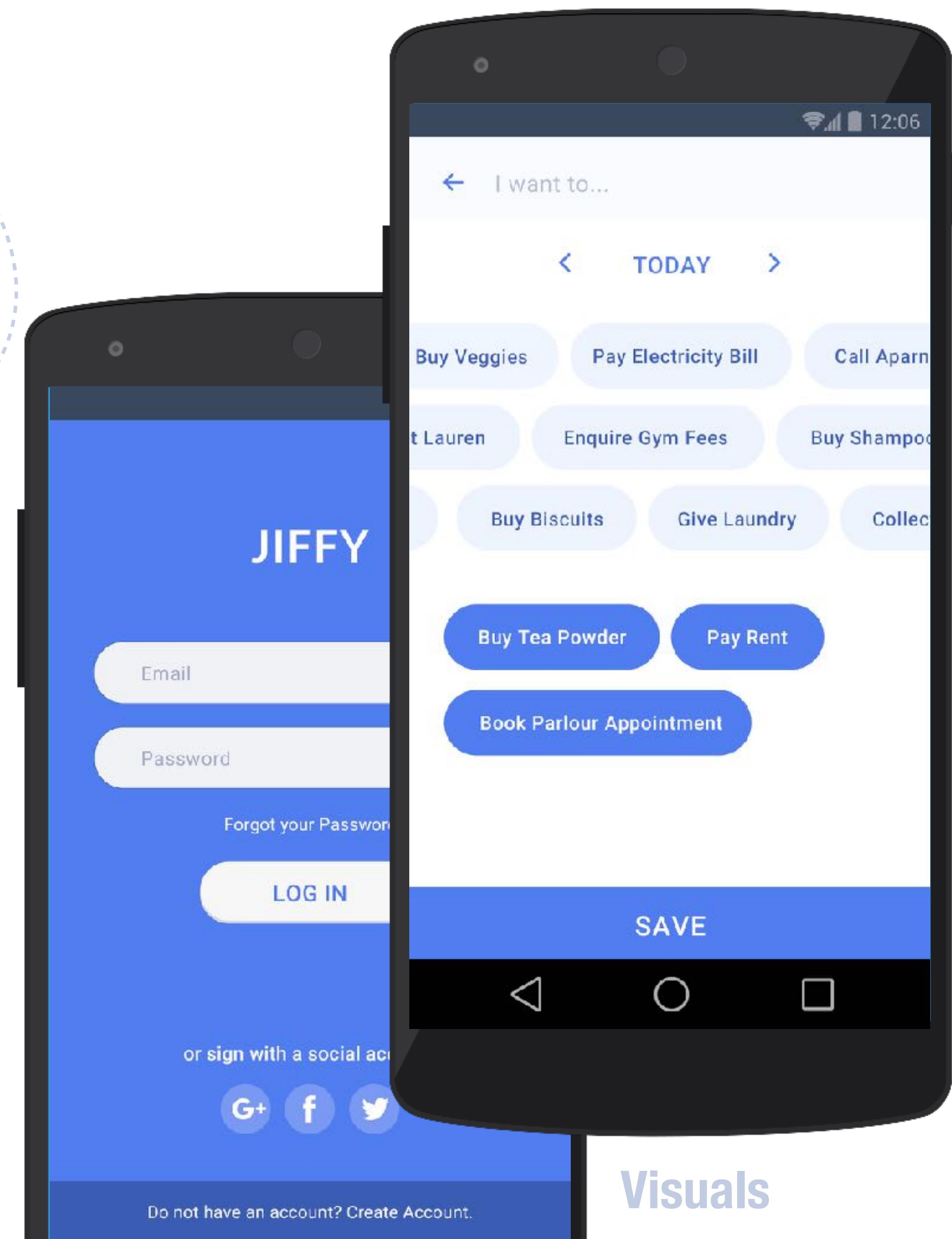
- Self initiated project.
- Create a to-do list app which is engaging and approaches the concept in a unique manner

PROJECT YEAR: Jun 2015

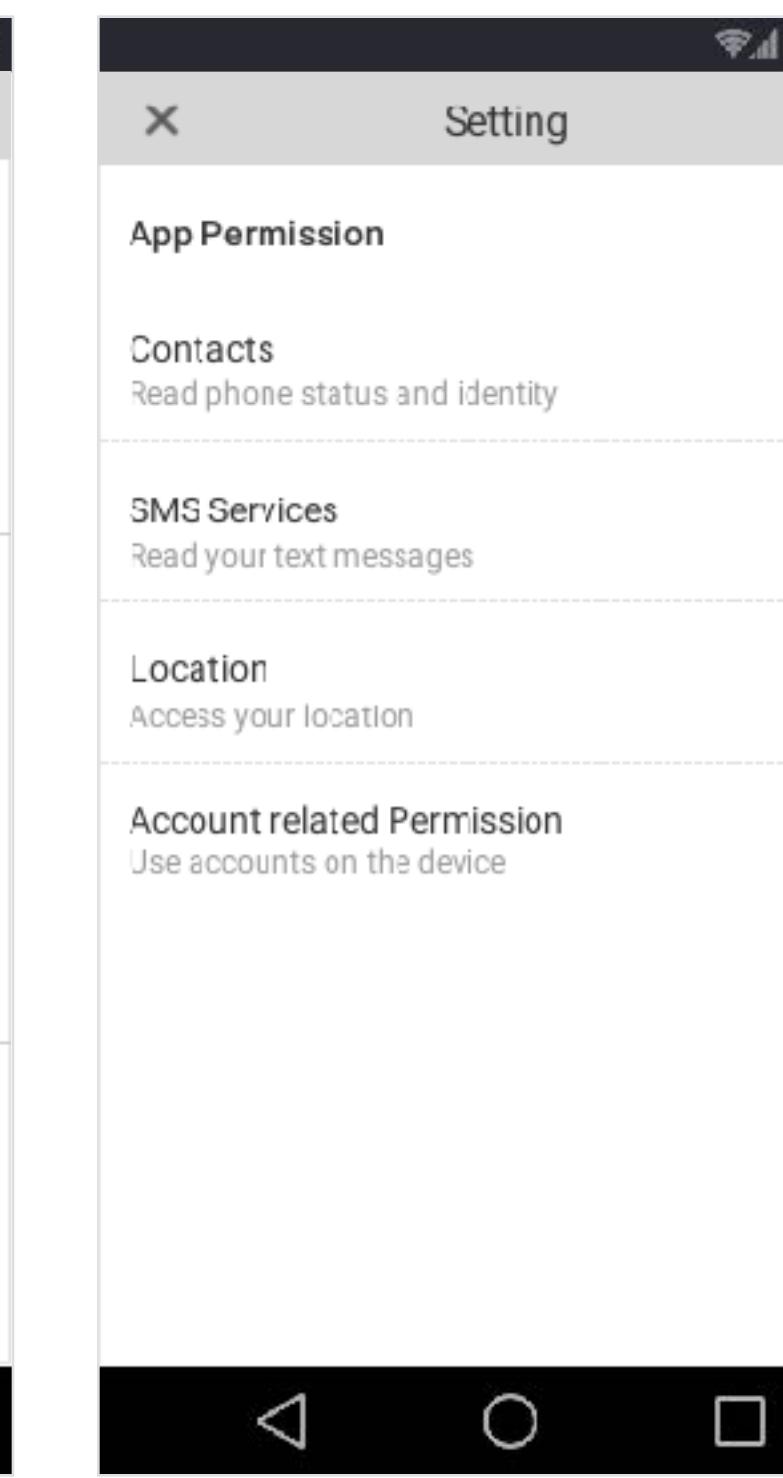
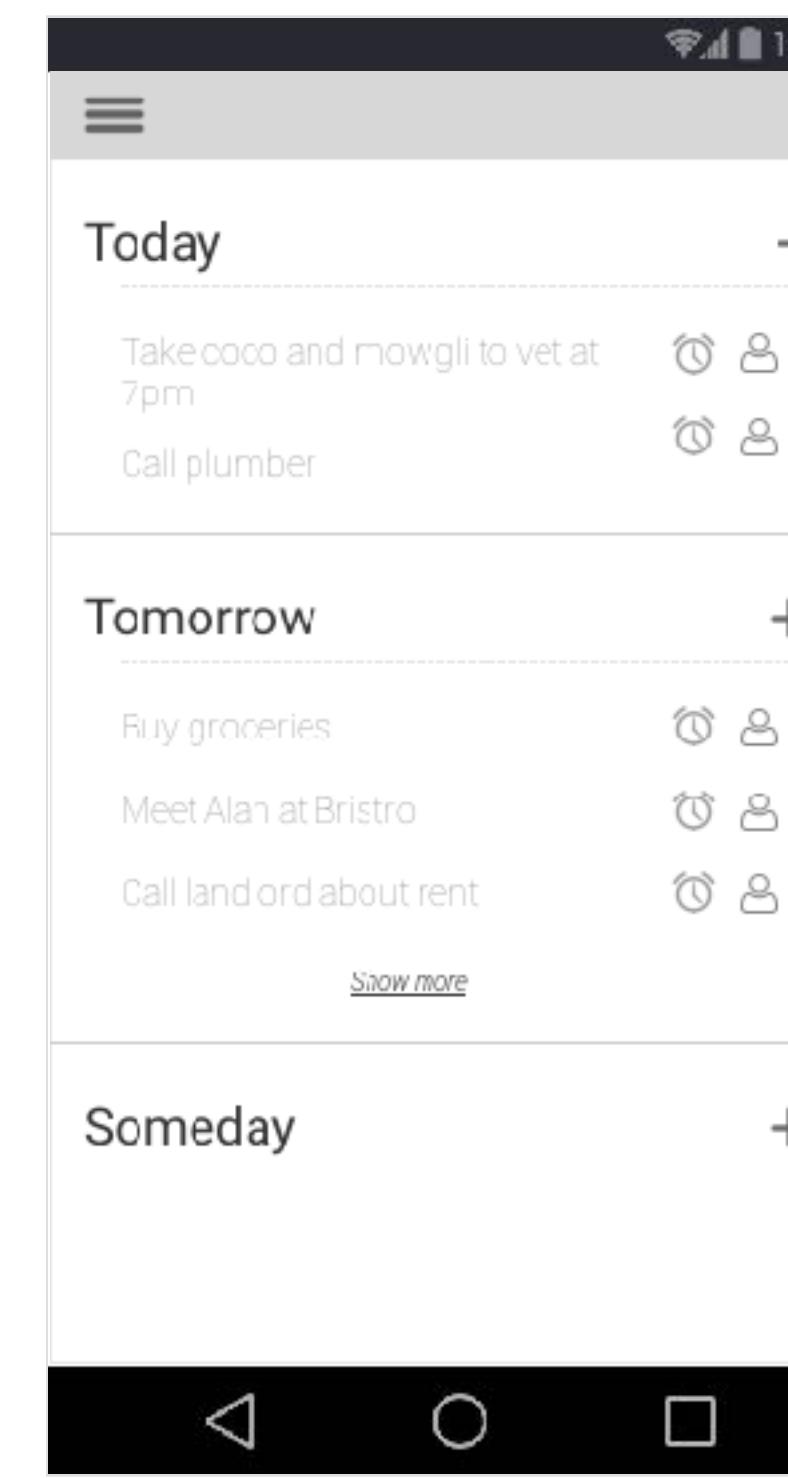
## 0.Splash Screen



## Workflow



## Wireframes



## Visuals

**Thank you**