





PREETI PAWAR






CONTACT

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SKILLS

- UX Design
- UI Design
- Design Thinking
- User Research
- User Testing
- Market Research
- User Persona
- Design System

INTEREST

-  Art
-  Theatre
-  Cooking
-  Music
-  Gym

ACHIEVEMENTS

-  Hammer Throw (2013)
All India Inter-University Athletics
-  Shot-put Throw (2012)
State level Athletics Championship
-  Kho-Kho (2012)
State Level Championship



EXPERIENCE

Aug - Present
2021 2023

Betterplace - Product Designer

- Migrated a service platform to a **SaaS model** increasing **user retention by 32%**.
- Established **Usability testing** guidelines for post production
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- Led PWA's UI design for **B2B Platform**, resulting in a from **2 - 23% adoption rate** within six months.
- Implemented **Design Ops** to streamline collaboration, reducing time consumption by **41% within three months**.

Dec - Aug
2020 2021

Geekrabit - Product Design Scholar

- Embraced new challenges by conceptualising and designing a compelling Visual Language to enhance product experience.
- Leveraged user engagement analysis to drive design decisions.
- Mentored junior designers and effectively communicated design solutions to clients and stakeholders.

Oct - Nov
2020 2020

TCS (DISQ) - UI/UX Design Intern

- Crafted logical UI to create an online waste management platform.
- Designed Service/experience concept maps and stakeholder journeys.
- Worked with the product team to implement innovative features.

Aug - Sep
2020 2020

Ogilvy Pennywise - UX Design Intern

- UX and visual design of a website, fostering design students' ability to showcase their work and engage with the audience.
- Utilised concept design, information architecture, and optimised user flow and seamless product interaction.

Mar - May
2018 2019

Freelance - Designer

- Crafted workflow and visual designs for innovative features.
- Executed web and marketing designs for new product launches.
- Designed captivating posters, banners, and even ventured into wall painting and mural arts

May - May
2015 2017

Accenture - Senior Software Associate

- Contributed to web methods across project in Requirement Gathering, Development, Deployment, and Testing.




Tools

-  Figma
-  Photoshop
-  Illustrator
-  Procreate
-  Premiere Pro




EDUCATION

2019-2021

M.Des - Human Centred Design
 Srishti Institute of Art, Design & Technology

2010-2014

B.Tech - Information Technology
 Sagar Institute of Research & Technology