

"POORNA" PRANEESHA D

(+91) 8985 650250 ◊ poorna7d@gmail.com.

[Linkedin](#) ◊ [Design Portfolio](#) ◊ [Website](#)

A full-stack Software engineer & designer and a creative thinker with 6+ years of industrial experience. Strongly driven towards creating value for business & technology stakeholders, bringing design innovation to the product. Worked in diverse domains ranging from E-Commerce, Consumer Technology, Finance, Networking, Construction & Entertainment Industries. Experience in building end-to-end UI/UX design teams, grow & mentor.

Areas of Interests - HumanAI, Augmented and Virtual Reality (AR/VR), User Experience

Core Skills - Project Building, Cross-Functional Collaboration, Market and Competitors Analysis, User -Centred Design, Leadership Communication, Technical Acumen, Agile Methodologies, Decision Making

EDUCATION

Sri Venkateswara University, India

2013 - 2017

B.Tech. Major in Chemical Engineering — Minor in Computer Engineering

Overall CGPA: 7.3/10 (Distinction)

Design Boat

2019 - 2020

Advanced User Experience Design

Courses: Design Thinking, Prototype, User Research, Information Architecture, User Testing, Wireframing, Interaction Design, Material UI, Figma, Adobe Suite, Responsive Design.

WHITE PAPERS - SOME OF MY WORK

White Papers -

- | | |
|---|--|
| 1. MultiChannel Ecommerce | Centralize and Streamline Multi-Channel Business |
| 2. Messaging App | End-to-end messaging app development and api documentation |
| 3. Bid Management | Commercial Construction Bidding process product research and end-to-end framework. |
| 4. End-End Ecommerce Management | Application Level Security whitepaper Front End and Back End |
| 5. Risk Assessment | Detailed product research on Pre-qualifying a subcontractor and assessing risk |

TECHNICAL SKILLS

Web Technologies	HTML & CSS, JavaScript ReactJS,NextJS, Gatsby, NodeJS, Bootstrap, TailwindCSS
Technical Skills	UX & UI, Design Thinking, User Research, IA, Wireframing, Interaction Design, Design Strategy.
Design Tools	Figma, Adobe XD, Sketch, Adobe Illustration, Photoshop, After Effects, Premiere Pro,
Collaboration Tools	JIRA, Confluence, Trello, Slack, Zoom, Figma, Zeplin
CI/CD	GitHub

EXPERIENCE

Aradit Technology

Sep 2021 - Present

Lead Designer — GitHub, Figma, Adobe suite, Slack, Google Analytics, Jira, Trello, Zoom

Bangalore, India

Worked building end-to-end diverse product portfolios in B2C & B2B domains

Key Contributions to Live Products:

- | | |
|-----------------------------------|--|
| 1. Bluecom | E-commerce SaaS for streamlined product life cycle - Link |
| 2. Hivepath | Professional networking Platform - Link |
| 3. Calpad | A calendar booking platform for the professionals - Link |
| 4. Zello | Android photo widget sharing platform - Link |
| 5. Styler | A B2B SaaS platform for beauty and Fashion Industry - Link |
| 6. bluecomCentral | E-commerce SaaS - Lists of stores - Link |

Technical Areas: Marketing Websites, Web & Mobile Applications, Email Templates, Blogs, social media posts, graphic design, customized presentations & Whitepapers - Advanced Analytics, Reporting, Data Science & AI Dashboards

Engineering Leadership :

- Increased Speed-to-delivery process - Productivity, Collaboration & Communication.
- Technical Design leadership in researching state-of-the art tools in market.
- Established reusable design repositories to promote innovation and agility.
- Built reusable design repositories to support speed innovation, agile thinking.

Innovation in Product Design :

- Handling Multi-industry, customer segments use-cases (E-commerce, B2C Networking, SaaS products).
- Built core engineering components for multi-customer channels (Android, iOS, Web, Desktop Apps) .
- Designed user interfaces powered by AI, enriching interactions.

Design Collaboration For a Product

- Worked closely with UI/UX teams to translate intricate risk management insights into user-friendly interfaces.
- Adhered to user-centred design principles, elevating product usability and user satisfaction.
- Leveraged Google Analytics and Log Rocket videos for user behaviour analysis, driving UI enhancements for an improved user experience.

Leadership Activities: [Link](#)

- Engage in management reviews and board meetings to offer insights and recommendations for both strategy and engineering initiatives.
- Introduce and integrate new technological innovations at Aradit, aligning them with product success.
- Delivered end-to-end fronted product life cycle (Creation, deliverance, Management and Maintenance)

WhitePaper: [Link](#) Presentation: [Link](#)

nVipani Technology: [Link](#)

UX/UI Designer — Figma, Adobe Suite, Slack, Jira, Shopconnect platform

Sep 2020 - Sep 2021

Bangalore, India

- Conducted user research to understand the needs, behaviours, and pain points of 100+ online store retailers.
- Built user interfaces to provide the live shopping experience in virtual stores for both desktop and mobile customers.
- Conducted usability testing and gathered feedback from retailers and customers to iterate and improve design solutions.
- Initiated virtual try-on and virtual store experience Increased the customer engagement NPS Score.
- Staying up-to-date with emerging trends and technologies in AR/VR virtual stores and translating in design.
- Collaborated with product managers, retailers, and designers to meet business requirements.
- Mentored and trained a team of 3+ interns collaborated to increase the velocity and execution speed.

Crafter: [Link](#)

UI Design Intern - Zeplin, Adobe XD, Material UI

May 2019 - June 2019

Hyderabad, India

- As the sole developer on the project, assumed full responsibility for leading the engineering strategy and making technology decisions independently, ensuring efficient and effective project execution..
- Proactively seeking feedback and input from the executive team and reflecting in the in the product Frontend.
- Understanding the design needs and goals for the product and proactively meeting the deadlines.

- Collaborated closely with the design team to understand design needs and project goals, facilitating seamless integration of design elements into the product.
- Demonstrated strong time management skills by effectively prioritizing tasks and managing time to meet project deadlines, resulting in the delivery of high-quality design work on schedule.

AI PROJECTS

Aradit Technology: Automatic blogs and Categorization:

Jun 2023 - Aug 2023

- Use AI to automatically tag and categorize your blog posts. This can save time for content creators and improve the organization and discovery ability of your content.)
- Integrate tracking tools and analytics to collect user data on pages, time, queries, and clicks for essential website personalization insights.
- Developed blog Editor and group them into segments, like "Frequent Shoppers" or "Tech Enthusiasts," based on behaviours and preferences..

ACHIVEMENT

Aradit: Best Employee Award

Jun 2022

- consistently gone the extra mile, ensuring deadlines are met and high-quality work is delivered.
- Embracing change and being flexible have allowed me to excel in our fast-paced.
- Collaborating effectively and fostering positive relationships with colleagues have been instrumental in our collective success.
- Understanding and exceeding our client's needs has driven our project successes.
- **Evaluation Report:** [Link](#) **Certificate:** [Link](#)

WorldQuant: Quantitative Research Summer Training Program

Aug 2017

- Analyzed various types of financial data from the WorldQuant library (USA, Europe and Asian Markets).
- Built high-performing Statistical Arbitrage signals to predict the market movements using historical data.
- **Tools used:** Websim, Python, Matlab —**Prize:** 3rd Position among 500 participants in India
- **Certificate:** [Link](#)