

Poorna Praneesha

Lead Designer

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 [Dribble Link](#)

 [Linkedin Link](#)

 [Behance link](#)

A **full-stack designer** and a creative thinker with **5+ years** of industrial experience. Strongly driven towards creating value for business & technology stakeholders, bringing design innovation to the product. I have worked across diverse domains, including E-commerce, Consumer Technology, Finance, Networking, Construction, and Entertainment industries. My experience encompasses building end-to-end UI/UX design teams, fostering growth, and mentoring designers. Presently, I am seeking a full-time opportunity that aligns with my UI/UX design, team building, and leadership goals.

Experience

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

Lead Product Designer

Bangalore, India

Sep 2021 - Present

Technical Design Areas

- My expertise lies in designing and developing marketing websites, web and mobile applications, email templates, blogs, social media posts, and graphic design
- Other Areas - I have advanced knowledge and experience in analytics, reporting, and designing data science and AI dashboards.

Areas of Contribution & Focus

Design Leadership

Improved speed-to-delivery process with a focus on productivity, collaboration, and communication. Conducted extensive research to adopt state-of-the-art design tools and technologies as a technical design leader.

1. Built reusable design repositories to support speed innovation and agile thinking.
2. Successfully built and led a team of 5+ UI/UX designers to deliver high-quality designs for various products.

Innovation in Design

- Handling Multi-industry, customer segments use-cases (E-commerce, B2C Networking, SaaS products)
- Built core design components for multi customer channels (Android, iOS, Web, Desktop Apps)

Design Thinking

- Built a roadmap for design thinking approaches, at Aradit
- Built core design components for multi customer channels (Android, iOS, Web, Desktop Apps)
- Delivered end-to-end design life cycle (Creation, deliverance, Management & Maintenance)

Core Products Contributed (live products)

Product	Link	Domain	Description
 hivepath	link	B2B, B2C	Professional networking Platform
 calpad	link	B2B, B2C	A calendar booking platform for the professionals
 Zello	link	Gen-Z (B2C)	Andriod photo widget sharing platform
Styler	link	B2B	A B2B SaaS platform for beauty & Fashion Industry
bluecom.	link	B2B	E-commerce SaaS to manage product life cycle



Personalized Shopping platform through live video shopping, AR/VR, and virtual stores.

nVipani Technology

UX/UI Designer

Sep 2020 - Sep 2021

Bangalore, India

[Website Link](#)

- Conducted user research to understand needs, behaviors, and pain points of **100+ online store retails**
- Built user interface designs to provide the live shopping experience in the **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, developers to meet business requirements
- Mentored and trained a team of **3+ interns** collaborated to increase the velocity and execution speed

Crafter

UI Design Intern

May 2019 - Jun 2019

Bangalore, India

[Website Link](#)

A Business communication platform that securely combines chat, groups and movie production tools that you already use.

- Sole designer** on the product, responsible for leading the design strategy and make design decisions independently
- Proactively seeking feedback and input from the executive team and reflecting in the designs
- Understanding the design needs and goals for the product and proactively meet the deadlines
- Managing time effectively to meet project deadlines and deliver high-quality design work
- Created wireframes, prototypes, and high-fidelity mockups to communicate design solutions

Education



DesignBoat School

UI/UX BootCamp

2019-2020



Sri Venkateswara University

B.Tech in Chemical Engineering

2013-2017

Skills

Design Skills:

Wireframing, User Experience
Design, Visual Design, Interaction
Design, Responsive Design,
Design Component Research

Design Tools:

Figma, Adobe XD, Sketch,
Adobe Illustration,
Photoshop, After Effects

Software Dev :

ReactJS, NextJS, HTML, CSS

Collaboration:

JIRA, Confluence, Trello,
Slack, Zoom

Case Study - White Papers

[Urban Hive - Co-working Space App Design Thinking & User Research](#)

Decision of renting a new co-working physical space is a challenging & tedious task. Renter needs to be aware of various data points before leasing for short (or) long term - E.g. location, ambiance(inside, outside), 360 view, sound pollution are some of the pointers of focus. In this case study, we proposed a solution which brings transparency, visibility of the physical space with minimal travel for the renter. We carried a deep dive design thinking approach for user research, empathy map, collected data by interviewing users. We also proposed an optimal design solution which solve these challenges, pain points while renting a co-working space.

Detailed report can be find here - [Link](#)