

# PRACHI TANK

Interaction Designer

## D. E. Shaw

Interaction Designer | July 2020 - present

*I create digital ecosystems for financial traders, portfolio managers and analysts that help them make critical decisions in an informed and timely manner.*

*As the sole designer for multiple trading teams, I oversee projects from end-to-end which involves understanding user and business requirements, translating the needs into mocks, coordinating with developers and seeing the product through testing to production.*

*I am also involved in improving and maintaining the internal design system.*

## Google

UX Intern | May - July 2019

*As a part of the G Suite team in Bangalore, I worked on improving notifications for Admin Console through research, design and testing.*

*I also contributed to ideating product directions with the Next Billion Users team through a user research sprint.*

## Opposite Design

UX Intern | Jan - April 2018

*In a team of 3, I worked on UX and UI design, testing and front end coding for multiple design projects.*

## Ogilvy

Digital Marketing Intern | June - July 2017

*I worked on different facets of digital marketing - user research, artwork for social media campaigns, and UX and UI design for websites.*

## Education

2018-2020

IDC School of Design, IIT Bombay  
Master's in Interaction Design

2014 - 2018

National Institute of Fashion Technology  
Bachelor's in Fashion Communication

## Awards

CHI, 2020

*My paper 'Helping Low Literate Parents Engage with their Children's Learning' was awarded the second place at the CHI Student Research Competition in the graduate category.*

Data Visualisation Society Challenge, 2019

*My entry was selected as the runner-up in the explanatory visualisation category.*

## Skill sets

### Design Process

*Qualitative and quantitative user studies and testing; creating workflows, scenarios, personas to transition from user studies to design; collaboration with stakeholders; documentation and communication.*

### Execution

*Figma, Sketch, Illustrator, Photoshop, Prototyping basics (HTML, CSS, JavaScript).*

You can write to me at [prachitank6@gmail.com](mailto:prachitank6@gmail.com) or view my work at [prachitank.com](https://prachitank.com).