

Prachi Tank

Senior UX Designer

D. E. Shaw *Hyderabad*

Senior UX Designer | Jan 2022 - present

- Leading a team of 2 designers to revamp our internal design system.
- Designing tools for convertible arbitrage traders to analyse information easily and complete critical workflows.
- Shipped 6 new features for our firm-wide data analysis tool with more on the way. I also influence the feature scope and priority by conducting user interviews and doing competitive analysis.

UX Designer | Jul 2020 - Dec 2021

- Shipped 8 products in the highly technical space of investment banking. I worked on the end-to-end process with tight deadlines to understand user and business requirements, creating mocks, testing and coordinating with developers and PMs to ship the product.
- Single-handedly led the effort to migrate our team from Axure to Figma to improve team collaboration.
- Wrote custom CSS for react apps to make sure the implementation is pixel perfect.

Google *Bangalore*

UX Intern | May - Jul 2019

- Revamped the alerts experience for Google Workspace's Admin Console.
- Conceptualised product ideas for the Next Billion Users team through a week long user research sprint.

Opposite Design *Mumbai*

UX Intern | Jan - Apr 2018

- Digitised the Indian freight industry services for Freight Tiger - currently valued at \$50m.

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

ACM CHI Conference

Awarded the Silver Medal at CHI's Student Research Competition 2020.

Data Visualisation Society

Runner-up in the 2019 Data Viz Challenge.

Skill sets

Design Process

Qualitative and quantitative user study and testing

Creating workflows, scenarios, personas to transition from user studies to design

Graphic design, data visualisation

Collaboration, communication and documentation.

Execution

Figma, Sketch, Adobe XD, Invision

Prototyping basics (HTML, CSS and JavaScript)

Illustrator, Photoshop

Portfolio

prachitank.com

Email

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Location

India