

EXPERIENCE

[Beard Design](#) | UI/UX Intern | January '18 - April '18

Involved in user research, UX Design, wireframing, UI Design and development handover for multiple web and application design projects.

[Inspire Me Korea](#) | Freelance Designer | September '17 - December '17

Completed user research to identify opportunities for improving their website. Created a seamless navigation by restructuring the AI and eliminating unnecessary clicks.

[OgilvyOne](#) | Creative and Planning Intern | June - July '17

Contributed to UI design for the Mphasis website, Usability Analysis for TataSky pitch and also worked on audience research & aspiration mapping for multiple clients in the beauty and beverages sector with different tools.

[Tarun Tahiliani](#) | Event Co-ordinator | January '15 & February '16

Involved in guest profiling, database management and pre-event planning for the Tarun Tahiliani Fashion Shows for two consecutive years.

PROJECTS

[Website and App Redesign](#) for NIFT CMS

A self-initiated project to re-imagine the user experience of the NIFT Campus Management Solution Website and App. I conducted a survey to determine the usage patterns of CMS across different NIFT centres to derive solutions that make the app respond to the user's needs efficiently.

[NIFT Hyderabad](#) Design for College Events

Part of the design teams for NIFT Convocation 2016, Spectrum 2016 & Spectrum 2017 (college fest), where I was involved in theme ideation, designing collaterals and co-ordinating with the printing press.

SKILL SETS

[UX Process](#) - Interviews, Usability, Affinity Mapping, Personas, Wireframing
[Design](#) - Sketch, Figma, Illustrator, Photoshop, InDesign, AfterEffects
[Prototyping & Dev. Handover](#) - InVision, Framer, Protopie, Zeplin
[Miscellaneous](#) - Photography, Writing, Digital Marketing, Space Design

EDUCATION

[Industrial Design Centre, IIT Bombay](#) 2018 - 2020
 M.Des. in Interaction Design

[National Institute of Fashion Technology](#) 2014 - 2018
 B. Des. in Fashion Communication
 9.3 CGPA

INTERESTS

Reading, Coding, Travelling, Badminton, Speed Cubing

LANGUAGES

Fluent: English, Hindi, Gujarati, Marathi
 Beginner: Korean, French, Sanskrit

VIEW MY WORK

www.prachitank.com