Pratik Joglekar

Senior Product Designer 1

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Experience

HubSpot
Sept 2022 - Present

Senior Product Designer 1

- Strategizing and designing the Pricing Page.
- Conducted a brainstorming session to identify 2023 goals.

MassMutual
Jan 2020 - Aug 2022

Senior Product Designer

- Strategized with Business and Product owners to identify risks.
- Led to build a Mobile Design System, and spearheaded the entire process of design for the Mobile App.
- Facilitated design guidance to multiple R&D rotations.
- Conducted thorough VQA analysis for all designs.
- Facilitated and led multiple design workshops for Voice, Mobile and Web teams.
- Partnered and collaborated with the research team to generate insights for product enhancement and validations.
- In collaboration with other designers created a design eco-system.
- Led the design effort for a new product line from research to Visual Design and extended support for UX Writing.
- Led design initiatives and advocated for design in a larger company setting.
- Worked closely with the team to identify technical constrains for various form factors and initiated design updates.

Teltech Systems
March 2019 - Nov 2019

Product Designer

- Led the research by conducting multiple User-testing, A/B tests, surveys, interviews and identified enhancement opportunities.
- Created a detailed competitive analysis to propose a freemium product.
- Conducted and led various brainstorming sessions with different strategies to identify problems and propose innovative solutions.
- Discovered user drop-offs by analyzing data and recommended UX/UI design solutions.

Fortune Cookie UX Design
May 2017 - July 2017

UX Design Consultant

- Led a team of 4 designers to create a medical application.

Skills

Design	Research and Analysis, UI/UX Design, User stories, Persona, Information Architecture, Storyboarding, Wire-framing. Mockups, Data-driven, Prototyping, Design System, Visual Design, Form factors - Web, iOS, Android
Develop	HTML, CSS, Javascript
Animate	Motion Graphics, Interactions, Gamification, 3D animation, Visual effects
Lead	Strategy, Conduct workshops, Presentations, Mentorship, Problem-solving, Innovative
Soft	Collaborative, Curious, Creative, Emphatic, Flexible, Listening, Communication, Self-driven, Thoughtful

Education

Thomas Jefferson University 2017 - 2018	**Master of Science in User Experience and Interaction Design** - Learned advance skills in Design and collaborated on multiple projects with fellow designers and students.
Yashwantrao Chavan Maharashtra Open University 2013 - 2015	**Bachelor of Computer Application** - Studied various computer programming languages and ethics of computing.

Extra

ADPList & Mento Mentor	A platform to share UX design experience with novice designers and help them through their initial career development.
Medium Publications	Published various Medium articles on UX Planet and Bootcamp from UX Collective.
Jury Member	Thomas Jefferson University invited me multiple times to be a Jury member for the UX design program's thesis defense.