



**PRATIK  
MALL**

PRODUCT DESIGNER

Sunnyvale, CA

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## WHY ME?

The biggest motivator for me is to build delightful products and to create an impact as a designer. I would never start designing something without investigating the problem. This makes me naturally chase both qualitative and quantitative data. To champion overall user experience and to ship products in a effective way, I make sure to work in close collaboration with cross-functional partners. Above all, I am always keen to learn something new, be it about the products I ship or a new design tool.

## EXPERIENCE

### GROUPON

Product Designer II | May'17 - Present

- Redesigned Groupon's web homepage to increase deal engagement by 1.2% driving \$10M annual revenue impact
- Designed a new personalization feature to collect user's preferences projected to have a \$34M annual revenue impact
- Redesigned Groupon's map-based discovery experience

### AMAZON

UX Design Intern | May'16 - Aug'16

- Designed the future vision of a new author facing product under the Kindle Author ecosystem.

### FLIPKART

Interaction Designer | Nov'14 - July'15

- Designed the visionary experience for Seller-Buyer Communication in the marketplace impacting ~35k sellers.

### INMOBI

UX Designer | July'13 - Nov'14

- Designed UX for InMobi Native Ads, worked with PMs to help it scale to 10% of network revenue and won 'Spotlight' award.
- Led the design of the Supply and Analytics vertical.

### RISE-INSO

UX Design Intern | May'12-July'12

- Worked on designing a tablet app adopted from a desktop app for Vienna Airport Information system.

### IDC, IIT BOMBAY

UX Research Intern | May'11-July'11)

- Designed and tested a contextual user research led OCR based linguistic mobile app for unilingual users.

## PORTFOLIO

[www.pratikmall.com](http://www.pratikmall.com)

Password: cuteplant

## LINKEDIN

[linkedin.com/in/pratikmall](https://linkedin.com/in/pratikmall)

## EDUCATION

### MS IN HCI

SI, University of Michigan

Aug'15 - Apr'17

GPA: 3.88/4.0

### BACHELOR OF DESIGN

IIT Guwahati

Jul'09 - May'13

GPA: 8.2/10

## SKILLS

Ideation/Whiteboarding

Storyboarding

Wireframing

UI Visual Design

Motion Design

Prototyping

User Research + Testing

HTML/CSS/JS

## TOOLS

Sketch

Framer

Principle

Flinto

After Effects

Axure RP

Invision and Craft

Photoshop

Illustrator