

# PRAGATI VISHWAKARMA

pragativishwakarma.work@gmail.com  
+91 60 060 90 121 | [LinkedIn](#) | [Portfolio](#)

With **4 years** of experience so far using design tools and Human-Centric Interfaces. Skilled in creating user-centered digital experiences through research, wireframing, prototyping, and high-fidelity design. Adept at collaborating with cross-functional teams to produce world-class deliverables that improve brand presence, drive engagement, and support growth. Recognized for design excellence, ingenuity, and measurable impact.

## EDUCATION

### UX Design Certification

GrowthSchool  
Nov'22-Jan'23

### B.Sc. (H) Computer Science

Indraprastha College for Women  
(University of Delhi)  
2019-2022

## AWARDS & RECOGNITION

### 2024 Design Excellence Award of the Year

Kaseya

### MVP Recognition x3

Kaseya

## SKILLS

### Core Product & UX Skills

UX Research • Wireframing •  
Human-Centered Design •  
AI-Savvy • Prototyping •  
Interaction Design • Usability  
Testing • Information  
Architecture • UI Design •  
Accessibility Design • Visual  
Design • Design Systems

### Tools

Figma • Adobe Creative Suite  
(Photoshop, Illustrator,  
InDesign) • InVision • Balsamiq  
• Creatopy • Framer • Google &  
Microsoft Suite

### Additional Creative Skills

Branding & Identity • Layout  
Design • Digital Ad Creation •  
Typography • Colour Theory •  
Illustration (digital & traditional)  
• Photo Editing • Digital  
Painting (Procreate, Autodesk  
Sketchbook)

### Soft Skills

Creativity • Problem-Solving •  
Communication • Collaboration  
• Decision-Making • Time  
Management • Adaptability •  
Attention to Detail • Proactive  
Initiative

## EXPERIENCE

### KASEYA

**Senior Graphic Designer (Full Time Employee)** Nov 2024 – Present

- Spearheaded a design pod of 10+ members, creating a space for smooth collaboration, quicker workflows, and timely project delivery across an international team.
- Championed **human-centric design principles** to revamp Kaseya's flagship product websites, achieving a **32.3% increase in user engagement** and improved overall user experience.
- Recognized as the **youngest Senior Graphic Designer** in the organization; consistently delivered top performance, earning the **MVP award 3 times** and the **2024 Design Excellence Award of the Year**.

**Graphic Designer (Full Time Employee)** Jun 2022 – Nov 2024

- Worked with cross-functional teams to revamp **30+ webpages** focusing on navigation, usability, and user journeys across multiple business lines, enhancing UI and boosting customer satisfaction, with a **42% rise in web traffic**.
- Developed and implemented **Design Systems, 100+ templates and reference materials** across product lines, improving workflow efficiency by **15%** through data-driven design decisions.
- Developed end-to-end marketing and event assets using **Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma** and **Creatopy**, driving campaign effectiveness and contributing to around **12% increase in conversion rates**.

**INHOUSE DIGITAL – Design & Strategy Intern (Internship)** Dec 2021– Jun 2022

- Expanded the company's design portfolio by 100% by creating high-quality assets using Adobe Photoshop, Illustrator, InDesign, and Canva.
- Produced **over 50 graphic assets** (logos, infographics, newsletters, posters, and more), consistently meeting client expectations and achieving 100% on-time delivery.
- Collaborated with lead designers to deliver **50+ adaptable web designs**, driving a **26% increase** in website traffic and **user engagement**, validated through web analytics.

**THE BLUE BEANS – Communication Design Intern (Internship)** Jun 2021 – Nov 2021

- Partnered with brand strategists and client stakeholders to deliver impactful, **audience-focused creatives**, significantly boosting engagement and brand awareness.
- Designed website wireframes using Figma for a marketplace catering to shipping, insurance, and inspection agencies, enhancing user experience and increasing website traffic by 17%.
- Collaborated with senior officials on go-to-market strategies, contributing to a **10% growth in market share and product sales**.

## UX/PROJECTS DESIGN CASE STUDIES

### Banking App Redesign (Case Study)

- Analyzed 100+ customer feedback entries and developed user personas to **identify navigation, accessibility, and performance issues**.
- Proposed simplified flows, interaction design improvements, accessibility settings, and accessibility compliance standards, resulting in cleaner task execution and higher user confidence.
- Conducted usability testing and delivered high-fidelity mockups with responsive design documentation, showcasing **product-thinking** and **problem-solving**.

### Food Concierge App (Case Study)

- Designed an **end-to-end responsive** food concierge platform connecting users with verified foodies for mood-based dining recommendations.
- Conducted user research, developed personas, performed competitive analysis, and created flows, wireframes, and interaction design prototypes to demonstrate product vision.
- Validated designs through **usability testing**, guaranteeing alignment with **user needs** and **accessibility compliance**.