

PRAGATI VISHWAKARMA

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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 • Human-Centered Design • Wireframing • 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 by **20%**, with a **5% 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 **10% 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 20% 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 15%.
- 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.