

Pragya Gupta

Product Designer

Designing digital products for Fintech, SaaS, and Event Management companies. I create intuitive digital experiences, lead projects from concept to delivery, and thrive to exceed user expectations.

CONTACT

Email: reachpragyagupta@gmail.com

Portfolio: www.ydesyn.com

Social: [LinkedIn](#)

Phone: +91 9820007753

Location: Gurugram, Haryana

CORE COMPETENCIES

Hard Skills

User Research

Usability Testing

Interaction Design

Wireframing

Visual Design

User Interface Design

Prototyping

Storyboarding

Copy Writing

UX Writing

Information Architecture

Animation

Soft Skills

Collaboration

Problem-Solving

Communication

Adaptability

Tools

Figma

Adobe Ai, Ps, Ae

Google Adwords

Methods

Design Thinking

User-Centred Design (UCD)

EDUCATION

UX Mastery

Co-hort by GrowthSchool

Master’s in Management Studies in

Human Resources

The University of Mumbai

Bachelor’s in Mass Media specialised in Journalism

The University of Mumbai

WORK EXPERIENCE

Product Designer at iConex Global (Full-time) / Creative Designer (Freelance)

August 2023 - Present

- Currently designing iConex’s one-stop application that will **help 50% of their users and stakeholders improve their networking** with each event.
- Leading the design and development of the forthcoming mobile app, managing the entire product lifecycle to ensure a seamless and user-friendly experience.
- Conceptualised and crafted visually compelling corporate brochures, pamphlets, and print collaterals for *iConex’s* events and conferences, maintaining a cohesive and professional brand image.
- Designed (*as a freelancer*) a comprehensive print brochure for a diagnostic centre–*Home Of Diagnostics* in Bhubaneswar, **which brought in over Rs. 1 lakh revenue in just one day** of its circulation via newspaper distribution.

Product Design Intern | MoneyView

Nov 2022 - May 2023

Ideation & Strategy: Conceptualised and developed **CreditView**, a new product aimed at helping users improve their credit profile.

User Research & Testing: Conducted comprehensive user research, user testing, visual testing, and secondary research. Iterated designs based on user feedback to enhance user experience.

Interaction Design & Prototyping: Defined interaction models for various screens and created detailed prototypes, providing developers with clear and actionable implementation guidelines.

Product Revamp: Transformed the underperforming Secured Line of Credit product into a high-impact 2.0 version. Led UX writing, usability testing, and iterative design refinements. Directed the production of an introductory video, significantly enhancing user engagement and understanding.

Team work: Collaborated with stakeholders from cross-functional teams (including product managers, developers, marketers, and UX writers) to discuss design and user feedback in order to create a meaningful product for targeted users.

Art Director | Freelance

Nov 2021 & May 2022

- Created storyboard, designed still frames, and directed animation for the intro video of **"Murder in Mahim"** web series, enhancing its visual appeal and engaging viewers from the outset.
- Designed storyboard, created still frames, and directed animation for the lyrical title track of the Malayalam feature film **"Minnal Murali,"** contributing to its captivating visual narrative.

Art Director/ Visual Designer | The Fluid Box

Mar 2021 - Feb 2022

- Conceptualised and crafted visually stunning creatives for clients' social media platforms and print collaterals, including out-of-home advertising campaigns.
- Led the social media campaign that brought **3% increase in inbound sales** for Nahar Group in 40 days.
- Led the design and development of The Fluid Box's responsive website and directed its introductory video, **boosting the company's online visibility** and audience engagement.

SEO Content Writer | Media.net

April 2017 - Sept 2019

- Improvised content of the website by implementing on-page seo strategy.
- Enhanced visibility of respective brands by writing compelling and optimised content that ranked highly in SERPs.

PROJECTS

Product Designer | 48-Hour Hackathon

Sept 2022

- Identified and resolved user issues on AJIO’s shopping app (a lifestyle e-commerce platform).
- Improved AJIO’s search and filter flow experience to enhance customer retention.
- Implemented problem-solving UX strategies, introduced and tested new app features.