Prasana UI/UX DESIGNER

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EXPERIENCE

UI/UX Designer (Contract) | Mobile Gamification | January – February 2022
Benten Technologies
- Designed a Mobile App to engage and excite African American girls, ages 4-8, to use app daily and interact with role models to encourage learning STEM activities from a relatable character.
- Collaborated with 3 other UI/UX Designers for a 4 week timeline with key objectives and deliverables to be completed per week. Biweekly meetings to meet expectations and present deliverables to client.
- Key Methods and Tools: User Research, Personas, Customer Journey Mapping, Competitor Analysis, Storyboarding, Hi Fidelity Interactive Prototyping, Figma, Illustrator.

Multimedia & Design Coordinator | June 2020 – February 2021
Catalyst Family Inc., Morgan Hill, CA
- Designed campaigns for Marketing/Communications and Fund Development Teams.
- Created and redesigned media and collateral for company rebrand.
- Communicated closely with teams to create material for social media, logos, newsletters, forms, corporate training, board presentations, outreach, and branding.

Design Editor | September 2017 – April 2019
The Pacifican Campus Newspaper, University of the Pacific, Stockton, CA
- Oversaw team of 10 to deliver materials within brand guidelines in a fast-paced environment.
- Led special issue cover designs for Commencement and Homecoming.
- Formally trained staff to achieve proficiency with InDesign and Photoshop.

Graphic Designer & Photographer | July – September 2018
Wild Horses 4x4, Lodi, CA
- Streamlined company website and SEO to create efficient user experiences.
- Photographed products for online catalog to drive sales.
- Designed various collateral – installation manuals, print-oriented logos, apparel, etc.

PROJECTS

UI/UX Designer | Collared Cats Mobile Website | December 2021
- Incorporated guest checkout option and updated product filters for users to easily browse items and complete purchases.
- Key Methods and Tools: Design Strategy, Project Planning, User Research, Competitive Analysis, Affinity Maps, User Flows, Low to Hi Fidelity Interactive Prototyping, Usability Testing, Style Guide, Marvel, Adobe Illustrator, Adobe XD, InVision.

UI/UX Designer | CityPups Website 5 Day Design Sprint | November 2021
- Redesigned user search flow and result profile format to aid users in adopting a dog.
- Key Methods and Tools: Modified Google Venture (GV) Design Sprint, Design Thinking, End-to-End User Experience Map, Competitive Analysis, Solution Sketch, Storyboarding, Low to Hi Fidelity Interactive Prototyping, Usability Testing, Adobe Illustrator, InVision.

UI/UX Designer | Bloom Mobile Application | June – October 2021
- Created mobile app to support freelancers by allowing them to track and update projects and goals.
- Key Methods and Tools: Design Thinking, User Research, Informational Interviews, Affinity Maps, Empathy Maps, Personas, User Stories, Information Architecture, Competitor Heuristic Analysis, Wireframing, Low to Hi Fidelity Interactive Prototyping, Moodboard, Style Guide, Usability Testing, Miro, Marvel, Adobe Illustrator, Adobe XD, InVision.

EDUCATION

Springboard
April 2021 – Feb 2022
UI/UX Design Career Track, Certification
11-month intensive course in UI/UX methodologies & technologies.

University of the Pacific
Aug 2013 – Dec 2018
BFA Graphic Design
BFA Studio Art – Photography, Painting

TOOLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe Premiere
Adobe XD
Figma
Sketch
InVision
G Suite
MS Office

SKILLS

Design Strategy
Storyboarding
Information Architecture
Wireframing
Interactive Prototyping
Usability Testing
Mobile & Web Design
Branding & Style Guides
Data Visualization
Photography
Project Management
Bilingual - Marathi

SHOWCASES

"Back At It" (2018)
Interactive Prototype App Design in Adobe XD

Presented at the National Conference on Undergraduate Research (NCUR)

University of Central Oklahoma, Edmond, OK