

Pranjal Choudhary

7 years of experience as AI-First Product Designer

Focused on Agentic UX, vibe coding, innovation & designing for business impact.

Portfolio ↗

NonSense Bazaar Workshop ↗

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SKILLS

Research & analysis

- AI-powered user research
- Requirement gathering
- Stakeholder alignment
- Workshop facilitation
- Co-creation
- Storytelling
- Personas
- Journey mapping
- Service blueprint
- Usability testing

Design & measure

- AI prototyping
- Conversational AI
- Enterprise workflow design
- Human-in-the-loop systems
- Multi-agent interactions
- Visual design
- Data visualisation
- Service design

Tools

- Figma (Design, Make, Figjam)
- Cursor (With MCP)
- Jira
- Weavy
- Claude code
- Adobe CC Suit
- Miro
- Ustesting.com
- Adobe analytics
- HTML, CSS, JS
- Python
- Playwright
- A2UI

WORK EXPERIENCE

Senior Experience Designer | **Publicis Sapient**

(April 2025 - Current), Bangalore, India

- Led deterministic to **Agentic sales transformation** for telecom player, **Verizon**.
- 80% CSAT improved after **re-design of agent behaviour & GenAI-UX patterns**.
- Used A2UI & Claude to vibe code agents and ship .MD with prod-ready agents.
- Introduced AI-powered design workflows making our team a key AI driver.

Senior Product Designer | **Freo (Moneytap)**

(September 2024 - April 2025), Bangalore, India

- Rebuilt Freo's home with CMS-driven Dynamic Islands & Widget**.
- Redesigned UPI & Rewards/Referrals to create cross-product pull.
- Cut 3.46M/qtr Day-0 churn, **driving +200% non-credit net adds**.
- Lifted stickiness to 5/7 active days (A/B tested).

Director & Co-founder | **Re:ac8**

(December 2023 - September 2024), London, UK

- Led a 4-person team plus freelancers across design, tech & academia.
- Shipped **Shotbridge** for SP Studios, an on-set virtual production tool.
- Cut studio production time 64%** and unlocked \$10K/mo new revenue.

Digital Project Specialist (UX) | **UAL**

(September 2023 - September 2024), London, UK

- Improved technical learning experience** for 5,000+ global students.
- Revamped LMS UX, boosting engagement by 20%.
- Re-designed services of how LCC labs operated to cut response times by 25%.
- Built sustainable strategies, to go net zero by 2040.

UX Consultant | **Freelance**

(February 2022 - October 2023), London, UK

- Led design for **BBC, Applied Works, INSA, & early stage fintechs**.
- Delivered mix media solutions, installation art, lending apps**.
- Used design futuring to strategize & innovate new services for BBC.

Product Designer | **Senseforth.ai**

(May 2018 - June 2021), Bangalore, India

- Built conversational AI for HDFC, ICICI, P&G, Reckitt & more.
- Boosted sales by an average of 40% using UX, data & psychology**.
- Owned 0→1 product innovation, adding 2 new revenue streams
- Designing hardware & it's interactions for tangible AI-powered smart speaker.

EDUCATION

University of the Arts London | UK

MA User Experience Design, 2021 - 2022

School of Design | UPES | India

Bdes Product Design (Industrial + Digital), 2015 - 2019

AWARDS & ACHIEVEMENTS

- Recognition for AI-sales transformation*, Associate Director Design, Verizon
- Recognition for community engagement*, Rethinking UX
- Postgraduate scholarship award*, UAL
- Finalist design X social awards*, UMO
- Winner Fidelity startup assisT-athon*, Fidelity