Right to work (2023 - 2024)

I am permitted to live & work in UK on my post-study working visa.

Portfolio

https://pranjal-choudhary.com/

Tools

Design & Prototype

Documentation & Manegment

Testing & Analytics

Volunteer Experience

Contributor At **RethinkingUX**

Achievements

Recognition For Engagement, RethinkingUX 2021

Postgraduate Scholarship Award, UAL 2020

Finalist Team, UMO Design X Social Awards, 2020

Runner Up, Fidelity Startup AssisT-Athon, 019

Top 4 University Listed Startups, UPES 2017

Pranjal Choudhary 📍 London, UK

Experience Designer

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+44 07384029735

Focused on applying design thinking approaches, lean start-up principles, and a hypothesis-driven approach to construct enjoyable & modular ecosystems while balancing strategy and human needs in order to execute on top-line business metrics.

Experience *(3 years)*

Product Designer

Senseforth.ai / Fractal.ai

May 2019 - July 2021 (2.3 Years)

My role

👉 With lean teams, identify market gaps, research emerging behaviours, and design for everywhere commerce.

👉 With Agile teams, understanding client needs, defining scope, running workshops, and designing iterative features.

👉 Develop an omni-channel marketing strategy and design marketing materials to drive leads, sales, and adoption.

👉 Design products that meet users' requirements, settings, and goals by doing qualitative and quantitative research.

Impact created

👉 Led and designed $40 M **worth of inhouse products** ranging from SASS to embedded IoT-enabled hardwares.

👉 Brought **80% steep jump in bot customer satisfaction rate** for largest national and international banks with critical design.

👉 Represented and **brought recognition in several international startup innovation competitions** for the organization.

Product Design Intern

Senseforth.ai / Fractal.ai

Dec 2018 - May 2019 (6 months)

Impact Created

👉 Delivered Rango, a student engagement AI-powered bot, globally which saw an increase in the student satisfaction rate by 70% with an expected total revenue of $2.5M in the next fiscal year.

👉 Improved brand perception, retained customers and increased cross-sale of other products through several POC's, POV's & MVP's which brought the business an extra revenue of $3M.

👉 Promoted into a full time role for working out of comfort zone, taking charge of initiatives and contributing to revenue.

Product Design Intern

Senseforth.ai / Fractal.ai

May 2018 - July 2018 (3 months)

Impact Created

👉 Designed and managed Neon, an AI-powered smart speaker for enterprise use, first hardware product in the company with an expected total revenue of $20M by the year 2024.

👉 Forged new partnerships, defined monthly milestones, delivered multiple rounds of product pitch, and built an MVP within half the deliberated budget.

👉 Defined new use cases, built voice bots, conducted moderated user testing & designed marketing collaterals.

Education

Master in User Experience Design

University of the Arts London, UK

Oct 2021 - Dec 2022 (1.3 Years)

Bachelor in Product Design

University of Petroleum & Energy Studies, India

May 2015 - May 2019