Pranjal Choudhary 📍 London, UK

Product Designer

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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**. I recently graduated with an MA in UX design at UAL and am looking forward to joining an innovation journey.

Experience *(3 years)*

Product Designer

Senseforth.ai / Fractal.ai

May 2018 - July 2021 (2.3 Years full time + 9 Months internship)

Role

👉 With lean teams, identify market gaps, conduct qualitative & quantitative research, set OKRs, define KPIs, and **design and evolve products across different channels**.

👉 With agile teams, **understanding client needs**, defining scope, running workshops, and **designing and testing iterative features in sprints**.

👉 Develop an **omnichannel go to market strategy** and design **marketing materials** to drive leads, sales, and product adoption.

👉 **Collaborate & manage product** vision, roadmap, vendors, and payments align side end-to-end design and development cycles.

👉 Design products that meet users' goals and address the socio-cultural context with a **user-centred** and **critical design approach**.

Impact

👉 Designed **$40 M worth of in-house products** ranging from SASS & mobile apps to embedded IoT-enabled hardware and immersive installations.

👉 Designed digital products used by millions with up to **87% customer satisfaction rate**.

👉 Represented and brought **recognition** in several **international startup events** and **AI technology showcases** for the organisation.

👉 With the enterprise AI smart speakers and digital human concierge, **lead Senseforth's entry** ground up into the **hardware** and **metaverse market**.

👉 Improved brand perception, retained customers, and increased cross-sale by **understanding customer painpoints** and **rapidly identifying usecases** and **building MVPs** , bringing the business **revenue of $3M**.

Right to work status

I am **permitted** to **work** in UK for **2 years** on my post-study working visa.

Portfolio

https://pranjal-choudhary.com/

Playground

Thoughts & Refletions

Tools

Design & prototype

Sketch	HTML
Figma	CSS
Creative cloud	JS
Principle	Marvel

Documentation & manegment

Jira	Confluence
Notion	Abstract

Testing & analytics

Hotjar	Google analytics
Mixpanel	Smartlook

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, 2019

Top 4 University listed startups, UPES 2017

Volunteer experience

Contributor at [RethinkingUX](#)

My featured articles

[Design brief - A saviour to business catastrophee](#)

My featured talks

[Reimagining augmented humanity](#)

[The secret sauce of next innovation by design](#)

Critical writing

[Objects of silence, a critique of extrovert bias and stigma of silence in dating experiences](#)

[Thinkig design in the age of AI](#)

[UX of embodying AI as a social being](#)

[Fostering human and non-human collaboration with virtual avatars](#)

Critical UX projects

[UX of boredom](#) - Expressing the value of boredom

[Second skin](#) - A way for people to embody and enact the outer appearance of a digital avatar

[Materializing misinformation](#) - An experience to show the importance of fighting misinformation

Achievements

👉 Awarded **10,000 ESOPs** for working out of my comfort zone, taking charge of initiatives and contributing to revenue.

👉 **Runner up for Fidelity AssisT-athon '19**, a startup ideathon focused on assistive technology for people with cognitive disabilities by Fidelity Center for Applied Technology (FCAT).

👉 Nitro, a poc designed for future conversational mobility platform got **recognition in Japanese innovation startup tech showcase**.

Feautred clients

Design channels

Education

Master in User Experience Design

[University of the Arts London, UK](#)

Oct 2021 - Dec 2022 (1.3 Years)

Diploma in Computer Applications

[Dr. C.V. Raman University, India](#)

Jan 2016 - Dec 2016 (1 Year)

Bachelor in Product Design

[University of Petroleum & Energy Studies, India](#)

May 2015 - May 2019 (4 Years)