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 AssisTathon, 2019

Top 4 University listed startups, **UPES 2017**



Product Designer

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Linkedin Medium Instagram

+44 7384029735

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.
- *f* 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.

Volunteer experience

Contributor at **RethinkingUX**

My featured articles

My featured talks

by design

of Al

being

Critical writing

in dating experiences

Thinkig design in the age

UX of embodying AI as a social

Fostering human and non-human collaboration with virtual avatars

Design brief - A saviour to business catastrophee

Reimagining augmented humanity

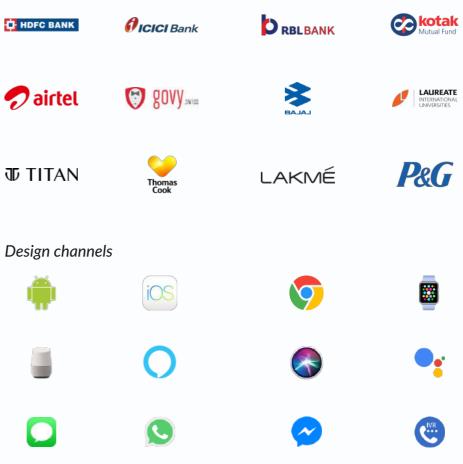
The secret sauce of next innovation

Objects of silence, a critique of extrovert bias and stigma of silence

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



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)

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