



Prajjwal Kumar

Product - Experience Designer

Portfolio: <https://prajjwal-design.vercel.app/>



ABOUT ME

With a strong ability to conceptualize and visualize, I take great delight in turning design concepts into workable prototypes. In terms of integrating practical ramifications with innovative thinking, my expertise in user experience (UX) and digital solutions, With a keen eye for detail and a dedication to understanding user needs, I skillfully incorporate flaws into my designs, viewing them as unique traits that highlight individuality. A budding professional who has been recognized at various design platforms.

CONTACTS

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SKILLS

- **Digital**
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe In-Design
 - Adobe XD
 - Figma
 - Blender
- **Expertise**
 - Research & Development
 - User Centered Design
 - Conceptualization & Ideation
 - Information Architecture
 - Design System
 - Prototyping

PROFESSIONAL EXPERIENCE

- **ONDC**
Product Experience Design Intern
Jan 2025- Ongoing (On-site)
 - Contributing to a visionary project under Nirmit Bharat (a subsidiary of ONDC), reimagining digital platform interactions for non-shoppers.
 - Designing user-centric solutions that empower small businesses and promote inclusivity.
- **Team Pumpkin**
UI - UX Design Intern
Jun 2024- Sep 2024 (On-site)
 - Collaborated on diverse projects, enhancing online presence through user-centered design integration.
 - Leveraged animation and prototyping to craft visually stunning interfaces that balance aesthetics and usability.
- **Aviz Home Healthcare Pvt. Ltd.**
UI - UX Design Intern
Nov 2023- Jan 2024 (Remote)
 - Focused on improving the landing page experience for both web and mobile, ensuring smoother performance and a more user-friendly interface.
 - Built style guides and a design system to keep Lo-Fi and Hi-Fi designs consistent, clear, and easy to scale.
- **Let's Trip**
UI - UX Design Intern
Nov 2023- Dec 2023 (Remote)
 - Balanced functionality and visual appeal while designing interface elements like buttons, menus, and forms.
 - Created user flows to ensure seamless transitions across different stages of the user journey.
- **LawTech**
Graphic Design Intern
Oct 2023- Nov 2023 (Remote)
 - Designed engaging social media graphics to boost user engagement and online visibility.
 - Enhanced corporate presentations with custom infographics, simplifying complex data for better understanding.

EDUCATION

- **National Institute of Fashion Technology, Patna**
Bachelor of Design 2021- 25
 - Major- Fashion & Lifestyle Accessories Design
 - Minor- Masters in Fashion Management
- **Ranchi University, Ranchi**
Bachelor of Arts 2017- 20

ACCOLADES

- NIFT X ONDC: Awarded 3rd place nationally in the super-hackathon held by ONDC for the presentation of research findings and a user-centric design solution.
- Nationally awarded 1st place in the Proto-UI hackathon organized by IIT Patna, for presenting a cutting-edge and innovative user interface design.
- Nationally honored with 1st place in the Synergy UI-UX hackathon organized by IIIT Bangalore for excellence in user experience design.
- Shortlisted for the India Skill Competition 2024 second round in AR/VR category.

CERTIFICATIONS

- **User Interface Design Expert**
Udemy Online, 2024
- **VR & 360° Video Production**
Google AR & VR Online, 2024
- **Augmented Reality and ARCore**
Google AR & VR Online, 2023
- **Google UX Design Professional**
Google Online, 2023

INSTITUTE EXPOSURE

- **Global Textile Expo- Bharat Tex 2024**
Semester- 6
 - Volunteer at Bharat-tex a where Tradition and Excellence, my experience with Bharat Tex confirmed my conviction about the enormous potential of India's textile sector.
- **Craft- Based Research Documentation**
Semester- 5
 - As students of NIFT, I got the chance to learn about the craft industry and obtain an understanding of the ecology, resources, and diversity of the region.
- **Spectrum 2022, 2023 & 2024**
Semester- 2,4 & 6
 - Part of the curated team which showcased the headgear during the annual festival in semester 2,4 & 6.