

PRANJAL KAUSHIK

PRODUCT DESIGNER | 3 years of experience

As a UX/UI designer, I am obsessed with improving every detail down to a pixel. I make sure that my designs are not just visually stunning but also functional supported by thorough research.

Work Experience

NUTSLANE ORGANICS, Gurgaon, IN (on-site)

VISUAL EXPERIENCE INTERN | June 2024 – September 2024

- Designed and delivered **24** visually compelling and strategic packaging solutions, driving the launch of online products and achieving over **10,000+ orders** within just two months, significantly enhancing the brand's online presence and sales.
- Developed the brand identity and website from scratch, establishing a cohesive digital presence that boosted **brand recognition by 30%** and designed two distinct logos to represent the brand's essence in **Indian and global markets**, enhancing appeal across diverse audiences.
- Implemented color theory and UX writing to develop creative, resulting in **100% adherence to FSSAI regulations** and a **20% increase in consumer engagement** through inclusive and accessible packaging designs.
- Collaborated with sales, HR, packaging printers, and cross-functional teams to design and deliver tailored corporate gift boxes, resulting in a **25% increase in client engagement** and facilitating **25% more deal closures** through impactful design solutions.
- Demonstrated expertise in Photoshop and Blender to create a gifting and product catalog on time, boosting Diwali corporate sales by using old product photoshoots and replacing them with highly accurate **3D models** updated with new packaging.
- Showcased expertise in Figma by creating a design system with auto layout, improving visual consistency and streamlining workflows, which enhanced team communication and boosted **design efficiency by 30%**.

FLOWELL, Utah, US (remote)

ASSOCIATE VISUAL DESIGN | January 2023 – August 2023

- Created engaging graphics for blogs and posters using an established design system, increasing **online engagement by 9%** and effectively promoting wellness and mindfulness initiatives.
- Edited brand podcasts by adding subtitles and designed targeted online advertisements, collaborating with cross-functional teams to deliver impactful campaigns that enhanced brand visibility and user satisfaction.
- Created motion ads and stories for Facebook and Instagram, effectively targeting potential coaching clients and boosting audience engagement and client inquiries.

OTAKUKART, Delhi, IN (on-site)

INTERACTION DESIGN | November 2021 – October 2022

- Pioneered Otakukart's early adoption of Google Stories for Google Discover, creating visually compelling stories that achieved over **1,400+ live views** and boosted **website traffic by 80%**.
- Designed and implemented a scalable visual design system for Google Stories, boosting brand consistency and **lead a team of 10** content writing interns to deliver **20% higher-performing content**, driving increased engagement.
- Applied UX writing skills to optimize Google Stories with SEO-driven keywords, significantly improving their search performance and audience engagement.
- Developed engaging ad creatives and illustrations for the brand's clothing store, increasing **blog click-through rates by 25%** and driving a **15% rise in sales** through visually compelling marketing assets.

Portfolio: www.pranjal-kaushik.com

Behance Portfolio: behance.net/Prxjalkaushik

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Contact: +91 9818527935 | New Delhi, India

Skills

Design

- UX/UI Design • User Centered Design • Interaction Design • Prototyping • High/Low Fidelity Wireframes
- UX Principles • Information Architecture • B2B/B2C
- Design Thinking • Design Systems

Research

- User Interviews • User Journey • Card Sorting • User Flows • Usability Testing • A/B Testing • User Testing
- Agile Methodologies • User Behavior Design • User Research • Ethnography • Quantitative Observation

Coding

- C++ • C • HTML • CSS • Javascript • SQL

Visual Design

- Typography • Visual Guidelines • Story Boarding
- Layout Design • Color Theory • Hierarchy Design
- Iconography • Packaging Design • Aesthetic Sense
- Branding

Tools

- Figma • Adobe Creative Suite • Blender • SketchUp
- InVision • Miro Board • FigJam • Slack • Mural
- DaVinci Resolve

Collaborations

- Multi-disciplinary Teams • Self Manage • Team Building • Cross Disciplinary Teamwork
- Understanding Feedback

Education

National Institute of Fashion Technology

Master of Design | Experience Design
2023–2025 | New Delhi, India

Microsoft Technology Associate

Security Fundamentals | Cybersecurity
April 2019 – August 2019

Vivekananda Institute of Professional Studies

Bachelor in Computer Applications | Artificial Intelligence
August 2017 – November 2020

Achievements

- All India Rank 32 in NIFT entrance exam M Des 2023.
- Finalist in ONDC Hackathon 2024 (Products Design for e-commerce application for Bharat).
- Finalist in Service Design Challenge 2023. (community-focused initiative to address homelessness by creating affordable, sustainable, and scalable housing solutions.)
- Reached 500K+ Followers on Facebook Page in 2018.
- Built and grew a niche Instagram page (@animay.in) to over 10K+ followers.
- Achieved over 2000+ Live Views on a Google Story with lifetime views over 2 Million.