Pranjal Kaushik

Product Designer · AI Systems & Inclusive Experience

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Summary

Product Designer specialising in end-to-end interaction design for AI-powered enterprise systems and inclusive digital experiences. Proven record shipping at scale — 4,46,000+ orders at Snapdeal, real-time AI dashboards for government-grade platforms. Fluent in generative AI interaction patterns, accessible design systems, and cross-functional agile workflows with PMs and engineers.

Impact at a Glance

- **AIR 32** in NIFT M.Des Entrance Exam 2023 · Finalist, **ONDC Hackathon 2024** (Bharat-focused inclusive e-commerce) · Finalist, **Service Design Challenge 2023**.
- Built a design-focused content community of **500K+ followers** and **2M+ views** — UX breakdowns, design system walkthroughs, and product critique.

Experience

METAFUSION **April 2025 – Present**
Product Designer *Noida, India*

- Reduced operator response time at **NDLS Railway Station** by designing an **inclusive, WCAG-compliant** crowd analytics dashboard with accessible colour contrast, keyboard navigation, and real-time surge detection.
- Accelerated decision-making for the **Election Commission of India** by shipping **AI-powered monitoring dashboards** with generative AI anomaly flagging, leading end-to-end **interaction design** from research through **high-fidelity prototyping** in an **agile feature team** with engineers and PMs.
- Improved scalability across **2 enterprise products (KLOCKIN & VMS)** by defining **inclusive information architecture**, a component-level **design system**, and sprint-aligned flows via **cross-functional collaboration**.

SNAPDEAL **January 2025 – April 2025**
Product Design Intern *Gurgaon, India*

- Generated **4,46,000+ orders** during launch weekend by redesigning Swag Store and Toofani Sale with **inclusive discovery flows**, accessible visual hierarchy, and **interaction patterns** validated across diverse user segments.
- Reduced campaign design time by standardising reusable components across the marketplace **design system**, partnering with engineers and PMs in **agile sprints** to balance business goals with technical constraints.
- Improved buyer engagement by designing **interaction patterns** optimised for low-bandwidth and **assistive-technology** users via **user research** and A/B testing across first-time and returning journeys.

NUTSLANE ORGANICS **June 2024 – September 2024**
Visual Experience Intern *Gurgaon, India*

- Achieved **10,000+ online orders** within two months by designing 24+ packaging solutions, mapping **customer journey** touchpoints and iterating based on **user interviews** and behavioural analysis.
- Grew brand recognition by **30%** and client engagement by **25%** by building a cohesive **visual design language** — typography, colour system, grid, 3D visuals — deployed as a scalable **design system** across web, packaging, and campaigns.

FLOWELL **January 2023 – August 2023**
Associate Visual Designer *Utah, USA (Remote)*

- Grew digital campaign reach by designing social creatives, motion graphics, and marketing assets in an **agile remote workflow**, collaborating across **cross-functional teams** in design, content, and engineering.

Skills

Design & Research: Interaction Design, Information Architecture, Prototyping, Wireframing, Generative AI Interaction Patterns, Journey Mapping, A/B Testing, Card Sorting, B2B/B2C

Accessibility: WCAG 2.1, Inclusive Design, Accessible Colour Systems, Keyboard Navigation, Assistive Technology Testing

Tools & Delivery: Figma, Adobe Creative Suite, FigJam, Miro, Blender, DaVinci Resolve, Agile / Scrum, Sprint-based Delivery

Education

National Institute of Fashion Technology **2023 – 2025**
Master of Design | Experience Design *New Delhi, India*

Vivekananda Institute of Professional Studies **2017 – 2020**
Bachelor in Computer Applications | Artificial Intelligence *New Delhi, India*