

Pranati Mathur | UX Designer

7710013744, pranati.mathur30@gmail.com | Portfolio | LinkedIn

Experience

- Mar 2022 - Present **Senior Product Designer, SIXT Research & Development, Bangalore**
- Leading design for Sixt rent-a-car booking experience (mobile modalities)
- Mar 2021 - Mar 2022 **Product Designer, SIXT Research & Development, Bangalore**
- Increased end-to-end digital adoption by 7.5% by spearheading the Sixt rent-a-car platform redesign achieved by understanding user behaviors, mapping customer journeys, defining user flows, iterating and wireframing multiple solutions.
 - Facilitated design thinking workshops with global stakeholders to identify use cases and develop business requirements
 - Contributed to build & maintain the design system library
- Jun 2020 - Feb 2021 **UX Designer, Classplus, Noida**
- Improved teacher activation by 28% by leading the design strategy for Classplus freemium B2C app
 - Designed multiple feature sets for a white-label B2B mobile application for product growth and increased user engagement
- Jan 2020 - Mar 2020 **Design Research intern, GlaxoSmithKline, Gurgaon**
- Developed a strategy tool for lean innovation process to leverage design thinking by conducting user research and facilitating workshops with the innovation marketing team
 - Led a visual brand language guidelines project for building Horlicks brand book
- May 2019 - Jul 2019 **UX Design intern, Future Factory, Mumbai**
- Steered UX research of a website and suggested user experience improvements to increase its user segment's footfall
- Feb 2016 - Jul 2018 **Design Resource, Indian Inc, New Delhi**
- Collaborated with 50+ vendors to maintain design portfolio across retailer clients in U.S., U.K. and Australia like Cost Plus, Oliver Bonas, etc. for creating trendboards and designs for 10+ buyers

Education

- Aug 2018 - Jun 2020 **Masters in Design, National Institute of Fashion Technology, New Delhi**
Specialization: User experience design and design research
- Aug 2011 - May 2015 **Bachelors in Design, National Institute of Fashion Technology, Bhopal**
Specialization: Fashion lifestyle and accessory design
Graduated with best graduation project and most exemplary application of design awards

Skills & tools

User research	Figma
User interface	Adobe XD
Design thinking	Adobe Photoshop
Design strategy	Adobe Indesign

Recognitions

- Oct 2021 **Above and beyond performance, SIXT**
- Dec 2020 **Rockstar rookie of the year, Classplus**