

Prashansa

User Researcher and Experience Designer

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I observe, ponder, research, visualize, wonder, and often read between the lines to amaze myself with the maze called people.

I am an insatiable learner with 3.5 years of experience having a people-first attitude. I look forward to collaborative opportunities that envision giving back to society.

Professional Experience

ZEE ENTERTAINMENT ENTERPRISE LTD. / UX Researcher

June 2023 - Present

- Executed exploratory research for the referral program for ZEE5 OTT, leading to the ideation and implementation of a refined referral flow, resulting in an increase in the referral funnel from 1.6K to 60K. Explored secondary methods to boost referral rates
- Analyzed the competitive landscape and benchmarked against global B2B products like aggregators and syndications through secondary research
- Identified bottlenecks in the first-time user journey (registration) to reduce bounce rates, resulting in a 33% increase in registrations
- Engaged in fast-paced GEN-AI hackathon projects, performing heuristic evaluations to pinpoint primary issues in initial product builds
- Conducted few more research projects around Add-on channels, Search and discovery, Video-viewing behavior of a cohort and accessibility in visually impaired spectrum
- Performed a few usability testing and gathered feedback from users to outline the product strategy

COHESITY / UX Designer

September 2022 - March 2023

- Collaborated with the product team to define user needs and pain points, developing 5 user personas and 7 journey maps for various user scenarios.
- Benchmarked and analyzed 5 competitors' features and reviews to identify best practices and improvement opportunities.
- Executed usability testing and gathered feedback from users to refine the product strategy and increased the usability score by 38%
- Explored ways to design for SaaS products and scalability features

INDIA DESIGN MARK / Promotion Strategist

February 2021 - April 2021

- Chalked out the promotional strategies to increase the outreach and promotion of India Design Mark
- Assisted in the constant promotion by performing demos on social media content flow

ILLUMINZ / UX Researcher & Designer

August 2019 - September 2020

- Ensured that the visions of the organization is reflected through the processes (user flows, empathy mapping, information architecture, wireframing, UX writing & user testing)

- Managing correspondence between the design teams and clients
- Conducted UX audit of apps and websites and Tested product usability
- Assisted the director to collaborate and work in a cross-functional team to craft excellence in around 12 digital products like Ethnico, Fingertips, Kaspr, Miranda logistics etc

INFORMATICA / Multimedia Designer

August 2018 – August 2019

- Served as a dedicated and supportive Intern in a fast-paced environment
- Created supportive multimedia for product documentation like user manuals, handouts resolving the customer issues by 56% as reported by CX team
- Delivered user-friendly infographics for Enterprise data catalog, Axon, etc

TECH MAHINDRA / Graphic Design Intern

May 2017 – August 2017

- Fostered a high rate of returning clients by revamping the landing pages to optimize customer service
- Utilized my skills and knowledge of hand and power tools to design and build brochures, info-graphics & blog images for the website and LMS

Education

Master of Design (Strategic Design Management)

2020 - 2023

National Institute of Design, Ahmedabad

Bachelor of Design (Graphics)

2015 - 2019

Lovely Professional University, Phagwara

Intermediate (CBSE)

2013 - 2015

Kendriya Vidyalaya Hinoo, Ranchi

Project Exposure

Komal TexFab

Organization Design and Management Research

- Case-study focusing on leadership and management related issues
Designed strategic roadmap through employee-wellbeing and service

Arrival Ltd.

Systems oriented thinking and design

- Systemic research plan and field research in collab with other disciplines and designed a solution-set with policy, portal, product and service

Skills and Expertise

- Design Research
- Service Design
- Data Visualization
- Design for Social Impact
- Design Strategy
- UX Research & Design
- Qualitative Research
- Research Design
- Design Audit
- Leadership
- Behavioral Design
- Workshop Design
- User flow & journey
- Usability test

Recognitions

Finalist

Valuelabs Designathon (Design Inspire)

November 2023

Runners up

Designify by Bajaj Finserv

March 2021

Runners up

Cart Design Competition by NID

January 2021