

PRANJAL AGARWAL

UX Designer & Researcher | UI/UX | User Research | Interaction Design
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PROFESSIONAL SUMMARY

Certified UX Designer and Researcher with 4+ years of experience delivering end-to-end UX/UI design for agencies, startups, and international clients across India, Canada, Ireland, and Hong Kong. Skilled in user research, usability testing, wireframing, prototyping, and Figma design systems. Currently employed full-time, designing research-driven digital products that balance user needs with business outcomes.

PROFESSIONAL EXPERIENCE

Prakria Marketing Services Pvt. Ltd.

Apr 2025 – Present

UX Designer (Full-Time) | Delhi, India

- Designed UX/UI for 10 responsive websites, 1 web app, and 1 mobile app, covering end-to-end flows from research to final handoff
- Conducted 15+ usability tests and in-depth user interviews across 2 major projects, translating findings into actionable design improvements
- Built and maintained a Figma design system of 100+ components, standardising UI patterns across all products
- Collaborated with development and marketing teams to deliver conversion-driven, SEO-friendly designs, reducing client revision cycles by ~30%

Garnet

Mar 2025 – Apr 2025

UX Design Intern (Remote) | Ireland

- Conducted 20+ usability and competitor research sessions to evaluate the existing product experience and identify key gaps
- Delivered a comprehensive UX research report and app roadmap, defining the information architecture and strategic direction for the product

Synapses Medical Technologies Inc.

Jan 2025 – Apr 2025

UX Design Intern (Remote) | Alberta, Canada

- Conducted 50+ user interviews, synthesising findings into design insights that directly informed specific UX and product changes
- Designed a full 15-screen high-fidelity mobile app prototype using no-code tools, covering end-to-end user flows
- Performed UX audits, created user journey maps, and led usability testing sessions to validate design decisions

Evoke

Jan 2023 – Dec 2024

Business Consultant | Dehradun, India

- Led a cross-functional team of 40 people across multiple projects, driving a 20% improvement in operational performance
- Implemented strategic business initiatives that contributed to a 15% increase in revenue over a 2-year engagement

SpacECE India Foundation

May 2024 – Jul 2024

UI/UX Designer (Intern) | Pune, India

- Designed and developed a web application for parents at a children's NGO, contributing to a 20% increase in user engagement measured over 2 months via app opens and session time
- Served as Point of Contact (POC) for a 10-member UI/UX team, coordinating deliverables and design reviews

Digital Dose

Dec 2023 – May 2024

UI/UX Design Intern | Mumbai, India

- Led UX design for a 6-month product engagement — from user research and wireframing to final UI — improving usability scores by 15% and reducing iteration cycles by 10%
- Informally mentored the in-house team post-tenure on UX processes and design thinking principles, ensuring continuity of quality

Gem Centre Hong Kong

May 2023 – Dec 2023

UI/UX Designer (Remote) | Hong Kong SAR

- Designed a complete 10–15 page website including wireframes, UI screens, and interactive prototypes aligned with brand guidelines
- Conducted usability analysis on existing user flows, identifying friction points that informed the final design direction

Freelance

Jan 2020 – Present

UX/UI & Graphic Designer | Remote

- Delivered UX/UI and graphic design projects for clients across multiple industries over 5+ years, building a diverse international portfolio

SKILLS

Design Tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe XD, WordPress

UX Competencies: User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Accessibility (WCAG), User Journey Mapping, UX Audits, Competitive Analysis

Workflow: Design Systems, Developer Handoff, Agile Methodologies, Cross-functional Collaboration

Business: Business Consulting, Team Leadership, Project Management, Stakeholder Communication

Tools: Microsoft Office Suite, AI-assisted UX Tools

EDUCATION & CERTIFICATIONS

Bachelor of Design — User Experience & Interaction Design

UPES, Dehradun | 2021 – 2025

Certified UX Designer — Zidio Development

CONFERENCES & VOLUNTEERING

- Student Volunteer, India HCI 2023 Conference — Dehradun, India
- Social Work Intern, Samarth NGO — Lucknow, India (Jun–Jul 2022)