

# PRANIT JENA

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## WORK EXPERIENCE

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### 99 YARDS

UI/UX Design Intern

(Remote) New York, NY

Oct 2024 – Dec 2024

- **Led cross-functional teams** to design intuitive and visually appealing interfaces, **increasing user satisfaction by 20%**, through iterative design processes and collaboration with product managers and engineers
- **Utilized user-centered design principles to reduce design iterations by 30%**, streamlining the workflow from concept to delivery and **optimizing the user experience across web and mobile platforms**
- **Spearheaded a cross-functional initiative** to enhance UI performance, ensuring reliability and responsiveness **throughout the software development lifecycle**; the project facilitated smoother updates and **reduced release cycles by 20%**
- **Drove improvement of UX strategies** by remaining informed on new tools and techniques; crafted **visually appealing mockups** that **improved web application engagement rates by up to 40%**

### Autism Rocks and Rolls, Inc. (@ IU CORPS)

START Student Volunteer (UX Designer)

Bloomington, Indiana

Sept 2024 – Dec 2024

- **Increased awareness by 40%** for Autism Rocks and Rolls by collaborating on the elevated website, **utilizing user-focused design principles to improve accessibility and user experience**
- **Enhanced communication and outreach by 20%**, by optimizing website content, navigating backend systems, and **ensuring streamlined editing and proofreading processes**
- Conducted detailed project analysis, **identifying user requirements and potential challenges**, which led to a **25% improvement in website functionality** and optimized user flow based on user feedback and testing

### KALYANI RAFAEL ADVANCED SYSTEMS (KRAS)

Quality Assurance Engineer

Hyderabad, India

Aug 2021 – Apr 2023

- **Optimized user satisfaction by 15%**, as measured by customer feedback surveys, **by leading UX-focused quality standardization**, streamlining workflows, and enhancing user interaction, **contributing to successful product releases and increased engagement**

## EDUCATION

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### INDIANA UNIVERSITY

Master's of Science

Major in Human-Computer Interaction/Design

Bloomington, IN

Expected May 2025

### AMRITA SCHOOL OF ENGINEERING

Bachelor's of Technology

Major in Electronics and Communication Engineering

Banglore, India

May 2017 - July 2021

## PROJECTS

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### SALESFORCE MARKETING CAMPAIGN OPTIMIZING

- **Led UI/UX design for marketing campaign optimization, improving campaign efficiency by 25%** as evaluated by user engagement, by creating actionable data insights and developing user-driven mockups and workflows using Figma and Salesforce Lightning Design System
- **Elevated the feedback loop in campaign management by 30%**, as evaluated by usability tests, by integrating self-optimizing capabilities into digital marketing tools **using predictive AI and generative AI to enable real-time personalization and experimentation**
- **Conducted competitive analysis and usability audits** to define scope, and deliver prototypes that **reduced design iteration by 20%**, using iterative feedback from cross-functional teams including product managers, engineers, and marketers

### JURO: FIND YOUR FUN & FRIENDS, EXPLORE CAMPUS LIFE (@ INDIANA UNIVERSITY)

- Designed a mobile app for new and transfer students, focusing on outdoor experiences, and led user research, wireframing, and low-fidelity prototyping to deliver a user-tested, refined interface with a 90% positive user satisfaction rate
- **Boosted student social engagement by applying user-guided design principles and interactive prototyping, developing intuitive user flows that elevated cross-platform interactions based on an 85% positive feedback rate from pilot users.**

## SKILLS

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**Design:** Design systems, Information Architecture (IA), Feedback Iteration, Interactive Prototyping, Prototyping (high & low fidelity), Story Boards, WCAG Accessibility, Conceptual Diagrams and Cross-Platform Design, Persona, User-Centered Design, Interactive Prototyping, Visual Design Patterns, Cross-Functional Collaboration, Quality Assurance (QA)

**Research:** Usability Testing and A/B Testing, Empathy Mapping, Contextual Inquiry, User Research, Affinity Mapping, Competitive Analysis, Card Sorting, Design Thinking, Use Cases, Secondary Research, Market Research, Ideation

**Design tools and coding:** Figma, Adobe Creative Suite, Framer, Python, Miro, Figjam, HTML, Axure, CSS