PRAJAKTA SAMANT
USER EXPERIENCE DESIGNER

Based out of Bangalore, India, I have worked as a Designer for around 8 years, I have a multi - disciplinary skill set that integrates user understanding with product thinking and creative know-how. My collaboration with different teams has made me interested in building processes that get translated into products.

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Website
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Skills

User Experience Design
User Interface Design
Information Architecture
Information Visualization
Design Research
Wireframing
Prototyping
Print Design
Graphic Design

Tools

Adobe Illustrator
Adobe Photoshop
Sketch
Zeplin
Marvel
Figma
Miro

Present 8+ Years Experience

Bangalore, India

Sr. User Experience Designer 1
PayPal
Jul 2021 - Apr 2024   2y 10m

Assistant Manager UX Design
MakeMyTrip
Aug 2020 - Mar 2021   8m

UX Designer
Jumbotail Technologies
June 2017 - June 2020   3y 1m

UX Intern - Graduation Project
Tsepak Technologies (Goodbox App)
Jul 2016 - Jan 2017   7m

Information Visualization Intern
CogBooks
Apr 2015 - Jun 2015   3m

Masters Degree in Design
Information Design
National Institute of Design, R&D Campus, Bengaluru
June 2014 - Jan 2017   2y 8m

BREAK

Mumbai, India

Part-time Calligraphy Lecturer
Rachana Sansad College of Applied Arts & Craft
Jan 2014 - Mar 2014   3m

Designer
Thatzit. Pvt. Ltd.
Jun 2013 - Dec 2013   6m

Visualiser
Joshbro Communications
Jun 2012 - Jun 2013   1y

Bachelors Degree in Applied Arts
Typography
Rachana Sansad College of Applied Arts & Craft
July 2008 - May 2012   4y

Higher Secondary College
Arts, Social Studies & Languages
KET's V. G. Vaze College Arts, Science & Commerce
June 2006 - April 2008   2y

Projects that made a difference

PAYPAL

Discovery Experiments
May 2023 - November 2023
UX Designer

Adding contextual engagement content on Activity Transaction Details in line with PayPal's "Commerce Graph" organisational goal.

Mapping user flows, Prototyping, Rapid research & A/B testing.

Activity Redesign
April 2022 - 2023
UX Designer

Transforming PayPal's post-transaction page from static into a dynamic structure by incorporating next best actions for users.

Primary Research, Secondary Research, Core team collaborations, User flows & Component Library

Crypto in Activity
April 2022
UX Designer

Incorporating cryptocurrency use cases into Activity while abiding by regulations of different countries.

User flows

MAKE MY TRIP

Fixed Bundle Vendors
2021
UX Designer

A capability for the Holiday Package Vendors That will help them organise holiday bundles which will lessen the intervention of operations team.

User flows & Secondary research

Visa Integration
2020
UX Designer

The online portal's integration of the Visa form that will decrease the need for manual involvement and speed up the procedure.

Form Design & Secondary research

JUMBOTAIL TECH

BOLT
2019 - 2020
UX - UI Designer

Giving APMC Yard Sellers visibility into their money and the ability to manage their day-to-day operations.

Generative research, Information Mapping, Ideation, User flows, Prototyping, User validation

Target Scheme Visibility - Consumer App
2019 - 2020
UX Designer

An experiment was conducted to understand if the users respond to the visibility of Target Schemes and whether it affects their decisions while placing an order.

Secondary Research, User flows, User validation

SuperClub
2018 - 2019
UI Designer

A microsite built to launch a loyalty programme for long standing kirana businesses.

Information Design

Bradman
2018 - 2020
UX - UI Designer

With an aim to achieve efficiency in the Facility Centre & empower the workers with technology to achieve their day-to-day tasks.

Generative research, Information Mapping, Ideation, User flows, Prototyping, User validation

Offers Page
2017
UX Designer

Creating a dedicated offers page so that users can view them all at once & make decisions.

Secondary Research, User flows, User validation