

# Pranjal Singh

Senior Product Designer @ JioHotstar

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## Work Experience

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### JioHotstar (Pre-merger with JioCinema)

SR PRODUCT DESIGNER (DEC 2022 - PRESENT)

- Lead the design process from research and ideation to prototyping, user testing, and final implementation.
- Participate in scope planning and ensure feasible, scalable design solutions.
- Collaborate with cross-functional teams to align with the business goals.
- Contribute to the product vision and strategy, ensuring design aligns with broader company objectives.
- Present and articulate design decisions and rationale to stakeholders effectively.
- Ensure smooth handoff of design assets, specifications, and documentation to development teams.

### MX Player

SR PRODUCT DESIGNER (SEP 2020 - NOV 2022)

- Led collaborative efforts with engineers and product managers throughout the design process.
- Identified business goals while maintaining a user-centric approach.
- Translating the requirements and solutions into usable designs.
- Also responsible for creating research plans, design documents, wireframes and interfaces.

### Builder.ai

PRODUCT DESIGNER (JULY 2017 - SEP 2020)

- Partnered with designers, product managers, and developers to enhance the customer experience.
- Developed user flows to guide solution implementation.
- Delivered designs that effectively reduced the drop-off rate on the product's homepage.
- Engaged with the data analyst team to inform design decisions using customer behaviour insights and historical data.

### CarDekho.com

DESIGN EXECUTIVE (JULY 2015 - JULY 2017)

Collaborated with the Product team in an agile environment to design visually captivating and user-friendly products for top Auto OEMs, including Renault, Honda, Datsun, and Volkswagen.

### India Today Group

WEB DESIGNER (FEB 2014 - JULY 2015)

Progressed from an intern to a full-time web designer within 6 months, showcasing dedication and skill. Managed design requirements for prominent ITGD online brands such as India Today, Business Today, and Aaj Tak.

## Skills

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User Experience, User Interface, User Research, Data-Driven Design, Information Architecture, Prototyping, Wireframing & User Flows, Design Mentorship, Cross-functional Collaboration, Stakeholder Communication, Strategic Design Planning & Roadmapping

## Tools

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Figma / Sketch, Miro / FigJam, Jira / Confluence, Photoshop, Illustrator, Aftereffects & Premier Pro.