

# Prajkt Yeole

Lead UX Designer with over 8 years of extensive experience in design and usability. A certified HFI CUA designer, I am deeply committed to constructing products through a results-oriented and process-centric perspective, employing design strategies. My expertise lies in merging user-centered principles with innovative design solutions, enabling the creation of seamless and impactful experiences.

## EXPERIENCE

### **Encora, Pune.** (2020 - Present)

Lead Product Designer

- I present design concepts, rationale, and recommendations to stakeholders, incorporating feedback and effectively advocating for user-centred design principles.
- Streamlined and maintained a robust Design System in the Healthcare sector, utilising Atomic Methodology; ensured brand consistency, reduced UI inconsistencies by 60%, and facilitated efficient collaboration across cross-functional teams, resulting in a 30% reduction in design iterations and a 20% increase in overall productivity.
- Collaboration with cross-functional teams to define the product vision and strategy, ensuring alignment with business objectives and user needs.
- Digital Transformation of Enterprise Pharmacy System for one of the biggest company in Texas.
- Conducting Usability Testing and deriving insights from Google Analytics, Utilising Hotjar to Analyze User Behaviour and Align with Business Requirements.
- Provide strategic direction and lead a team of product designers to achieve project goals and deliver exceptional user experiences. Spearheaded multiple endeavour's, including the execution of VisionPro Virtual Try-On, Retail AR experience and conversational design, as part of the Incubator initiative.

### **Maharashtra Knowledge Corporation Limited, Pune.** (2015 - 2020)

Lead UX Designer | UI Developer

- Revamped EdTech e-learning platform used by 1.25Cr students over 5000+ centres.
- Overall responsibility for understanding a customer's brief and converting that into appealing, highly usable interfaces.
- Well-versed with an iterative design process to improve experience using agile development process.
- Provided guidance and mentorship to three junior-level UX designers, facilitating their training and development.

[www.prajktyeole.com](http://www.prajktyeole.com)

[prajktyeole@gmail.com](mailto:prajktyeole@gmail.com)

+91 9665754980

[Linkedin](#) [Behance](#)

## SKILLS

- Design Thinking
- Accessibility
- Digital Transformation
- User Behaviour Analysis
- User Research
- UX Audit
- Interactive Prototyping
- Visual Design

## TOOLS

- Figma
- Miro
- Adobe XD
- Sketch
- Axure RP
- Smartlook
- Hotjar + GA
- Protopie

## CERTIFICATIONS

- HFI CUA
- Enterprise Design Thinking - IBM
- Service Design (how to)
- Practical Guide to Usability

## TECHNOLOGIES

- HTML5/CSS3
- JavaScript
- SCSS
- Webflow
- Go Hugo
- Bootstrap

## EDUCATION

### **BITS PILANI** (2019)

Work Integrated Learning Programme in Software Systems.

### **SYMBIOSIS CENTER FOR DISTANCE LEARNING** (2017)

Post Graduate Diploma in Information Technology.

### **PUNE INSTITUTE OF COMPUTER TECHNOLOGY** (2015)

Bachelor's of Engineering in ENTC.

## PROJECTS

### **Enterprise Pharmacy System**

Healthcare Design System Visual Design

The process involved in converting a legacy pharmacy system built on JAVA into a web-based solution, utilizing design thinking principles to comprehend user needs, give priority to features, address user challenges, and align with business objectives. This was followed by crafting visual designs and establishing a comprehensive design system right from the foundation.

### **E-Learning Management System**

Ed Tech Digital Transformation Visual Design Web App

An engineered platform aimed at establishing a virtual learning ecosystem, enabling the seamless delivery, administration, and tracking of training courses, alongside access to an array of resources and functionalities. This encompassing system incorporates a collection of learning objects, facilitating the mastery of specific subjects.

### **Virtual Try-On Retail Experience**

Apple Vision Pro AR 3D

An application meticulously crafted for Apple Vision Pro, adhering to VisionOS design principles, to craft an immersive jewelry purchasing experience. This innovative app harnesses the power of Apple Vision Pro, granting users the capability to virtually try on 3D models of finger rings and necklaces, revolutionizing the way they explore and engage with jewelry options.

### **Interactive Classroom Application**

Android & iOS Web App Design Thinking Visual Design

The primary concept revolves around utilising digital interactive learning to enhance children's engagement in the educational journey. Every student is equipped with an individual device, all interconnected within a unified interactive network. The educator facilitates presentations incorporating 21 different types of interactive questions, to which students respond using their respective devices.

## DOMAINS

- Health Tech
- Edu Tech
- Retail Tech
- SAAS Applications

## INNOVATION PROJECTS

- AR
- VR / MR
- Spatial Computing
- Metaverse
- Conversational Design