

# Prajkt Yeole

Lead Product Designer • [HFI CUA](#)

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Lead UX Designer with over 9 years of extensive experience in design and usability. My expertise lies in merging user-centric principles with innovative design solutions, enabling the creation of seamless and impactful experiences.

## Accomplishments

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- The digital transformation of the pharmacy system yielded a 40% increase in patient data processing.
- The overhaul of the EdTech e-learning platform led to an impressive Net Promoter Score (NPS) of 92.
- In the 2023 Encora Global design hackathon, I clinched the runner-up spot out of 12 teams and 30 participants.

## Professional Experience

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**Pattern, Pune.** (Feb 2024 - Present)

Sr. UX Designer

- Leading efforts to integrate inventory-side applications with brand manager platforms, thereby bridging the gap between inventory management systems and brand management interfaces, and facilitating seamless access to critical insights for improved decision-making.
- I make use of both moderated and unmoderated methodologies to rigorously test my designs, ensuring optimal user experience and satisfaction.

**Encora, Pune.** (Mar 2020 - Feb 2024)

Lead Product Designer

- Accomplished Lead UX Designer with extensive experience in the healthcare industry, particularly with renowned brands such as Change Healthcare and United Health.
- Demonstrated expertise in crafting intuitive and user-centric applications that enhance the healthcare experience.
- Proficient in leading cross-functional teams and collaborating with developers and product managers in Agile environments to deliver high-quality solutions.
- Launched the redesign of Change Healthcare's pharmacy portal, resulting in a 40% increase in patient data processing and a 20% decrease in support tickets.
- Proficient in conducting user research, usability testing, and heuristic evaluations to gain insights into user behaviour and preferences.
- Strong knowledge of accessibility standards and best practices to ensure inclusivity and compliance with ADA requirements.

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

Lead UX Designer

- Revamped EdTech e-learning platform used by 12.5M students over 5000+ centres.
- Overall responsibility for understanding a customer's brief and converting that into appealing, highly usable interfaces.

- Facilitated productive brainstorming sessions and design workshops with stakeholders to gather feedback and iterate on design concepts.
- Provided guidance and mentorship to three junior-level UX designers, facilitating their training and development.

## Education

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**BITS Pilani** (2019)

Work Integrated Learning Programme in Software Systems.

**Symbiosis Centre For Distance Learning** (2017)

Post Graduate Diploma in Information Technology.

**Pune Institute of Computer Technology** (2015)

Bachelor's of Engineering in ENTC.

## Projects

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**Enterprise Pharmacy System** (Healthcare, Design System, Visual Design)

My 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, User Testing)

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.

**Interactive Classroom Application** (Mobile App, Interaction Design, Design System)

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.

## Skills

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

## Tools

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|---------|--------|------------|----------|--------|-----------------------------|
| • Figma | • Miro | • Adobe XD | • Sketch | • Maze | • Hotjar + Google Analytics |
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