Prajkt Yeole

User Experience Designer • HFI CUA & CXA

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Lead UX Designer with over 9+ years of extensive experience in UX Design. My expertise lies in creating seamless, value-centered digital solutions that drive business impact.

Throughout my career, I have successfully built and scaled design teams, developing hiring standards and processes that ensure a high bar for creative excellence. I am adept in a wide range of methodologies, including Design Sprints, Design Thinking workshops, group ideation, and user story writing, with a strong focus on sketching, wireframing, and prototyping.

Accomplishments

- The digital transformation of the enterprise 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.
- Designed a Purchase Order Reconciliation tool which reduced a 45 minute manual task into a 10 min operation.
- In the 2023 Encora Global design hackathon, I clinched the runner-up spot out of 12 teams and 30 participants.
- Managed an Incubator unit where we designed UX POCs on AR/VR, Conversational Design and Immersive experience.

Certifications

- **Human Factors International** - Certified Usability Analyst (HFI CUA)
- **Human Factors International** - Certified User Experience Analyst (HFI CXA)
- **IBM** - Enterprise Design Thinking Practitioner
- **Interaction Design Foundation** – Accessibility for All

Skills

- Design Thinking
- Digital Transformation
- Accessibility
- User Behaviour Analysis
- User Research
- Interactive Prototyping
- UX Audit
- Design Strategy
- Usability Testing
- User Interviews
- Team Leadership
- Project Management

Professional Experience

Pattern, Pune.   (Feb 2024 - Present)

Sr. UX Designer

- Led the design of a Purchase Order Reconciliation module that automated critical inventory workflows, resulting in a 78% reduction in processing time and transforming a 45-minute manual task into a streamlined 10-minute operation.
- Leading efforts to integrate inventory-side applications with brand manager platforms, thereby bridging the gap between inventory management systems and brand management interfaces, and providing seamless access to critical insights for improved decision-making.

- Conducting design thinking workshop with the stakeholder to identify opportunities ensuring alignment with product roadmap and Business goals.
- Making 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
- Launched the redesign of Change Healthcare's (Now United Healthcare) pharmacy portal, resulting in a 40% increase in patient data processing and a 20% decrease in support tickets.
- Build a complete design system from scratch with over 100+ components using Atomic methodology in Figma.
- Conduct knowledge sharing sessions for designers and product team on Accessibility, Usability and promote UX practice across the organization.
- Mentored a team of 4 designers to focus on their professional growth, upskills and providing strategic oversight for ensuring design excellence and timely delivery of work.
- Proficient in leading cross-functional teams and collaborating with developers and product managers in Agile environments to deliver high-quality solutions.
- 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.

Projects

Personalizing Post-Surgery Recovery Monitoring for Senior Patients   ([Case Study Link](#))

Exploring the development of an intelligent monitoring system that transforms post-surgery recovery for seniors through personalized care. This case study delves into how wearable technology and predictive analytics can create a more responsive, individualized rehabilitation experience.

Enterprise Pharmacy System   ([Case Study Link](#))

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.

Design System for an Enterprise Application   ([Case Study Link](#))

Led the development of a comprehensive design system with 100+ reusable components, establishing standardized patterns and documentation that reduced design-to-development time by 40% while ensuring WCAG accessibility compliance. Implemented component governance and testing protocols that improved design consistency by 60% across multiple enterprise products

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.

Education

BITS Pilani
Work Integrated Learning Programme in Software Systems.

Symbiosis Centre For Distance Learning
Post Graduate Diploma in Information Technology.

Pune Institute of Computer Technology
Bachelor's of Engineering in ENTC.

Tools

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