

Pradyumn Yadav

UX/UI Designer | Product Designer

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SUMMARY

UX/UI designer with 3+ years of experience designing responsive web apps, SaaS products and mobile apps from user research to developer handoff. Skilled in user research, interaction design, information architecture, wireframing, prototyping, usability testing and building design systems in Figma. Currently pursuing an M.Des at IIT Guwahati and co-founder of Dnerd Studio, a design-entrance learning platform. Experienced in cross-functional teams with business and engineering stakeholders.

SKILLS

UX Design: User Research, User Interviews, Personas, Usability Testing, A/B Testing, Analytics, Qualitative Research, Contextual Inquiry, Competitive Analysis, Surveys, Affinity Mapping, Thematic Analysis, Journey Mapping, User Flows, Information Architecture

UI Design: UI Design, Interaction Design, Visual Design, Responsive Design, Mobile-First Design, Wireframing, Prototyping, Design Systems, Reusable Components, Localization, Design QA, Developer Handoff

Tools: Figma, FigJam, Framer, Miro, Notion, Fusion 360, Cursor, Claude

Ways of working: Human-Centred Design, Systems Thinking, Human Factors and Ergonomics, Rapid Prototyping, Stakeholder Collaboration, Cross-Functional Teams

WORK EXPERIENCE

Founding Designer and Mentor, Dnerd Studio

New Delhi, India | June 2025 - Present

- Co-founded a design-education initiative for students from diverse academic and economic backgrounds; lead its brand, creative direction and product design.
- Designed the Dnerd web app end to end, from user research to launch in about one month: a mobile-first platform for UCEED, CEED, NID and NIFT aspirants with past-paper practice, timed mock tests with national ranking, and paid test series with online payments.
- Mentor beginners for design entrance exams; 4 of 6 students in the first batch secured admissions to IITs and NID.

UI/UX Design Intern, Nerd Platoon Private Ltd.

Greater Noida, India | March 2024 - September 2024

- Designed the Skilled Creators mobile app from scratch for users in Nigeria, including its design system, reusable components, layouts and screen-to-screen interaction flows.

Associate UI/UX Designer, Han River Technology

Kolkata, India | January 2023 - January 2024

- Designed responsive web and SaaS interfaces across multiple projects, including a tenant-services platform for an office tower in Korean and English, on desktop and mobile.
- Built and maintained a Figma design system; handled Korean localization, screen-flow logic, developer handoff and post-development design QA.
- Collaborated with a business development associate on requirements and with the development team on queries and handovers, in a team of three designers.

UX/UI Designer, Aphelia Innovations

New Delhi, India | January 2022 - December 2022

- Sole product designer for MERG, a SaaS virtual-meeting platform for financial advisors, firms and clients: designed 229 screens across 6 user roles.
- Designed interfaces, reusable components and interaction flows; prototyped and iterated through client feedback, evolving the design system and supporting developer handoff through to MVP.

PROJECTS

AfterMath: The First Credit Card Experience | Self-directed UX research

- Mapped the first-time credit card journey to identify information gaps and decision points; framed research objectives, assumptions and interview protocols; recruiting participants and conducting user interviews for primary research.

M.Des coursework, IIT Guwahati

- Ergonomics, design methods and tangible interaction projects, incl. a bill-payment app (UNIFY) evaluated with surveys and NASA-TLX. whyprads.com/logbook

EDUCATION

M.Des, Electronic Product Design, Indian Institute of Technology Guwahati | 2025 - Present

Courses: Interaction Design, Systems Thinking, Physical and Digital Ergonomics, UX Research Methods (Coursera, ongoing)

B.Tech, Mechanical Engineering, Dr. A.P.J. Abdul Kalam Technical University, Lucknow | 2020

Leadership: Creatives and Media Head, Sports Board, IIT Guwahati (2026 - Present); Lead Designer, Inter-IIT Contingent T-shirt (2026)