

Pragya Gupta

Deep UX Generalist | UI/UX Designer

<https://www.pragya.studio> | [Linkedin](#) | reachpragyagupta@gmail.com | +91 9820007753

SUMMARY

- 3+ years of experience in UIUX, product design, and visual storytelling.
- Proficient in creating user personas, journey maps, wireframes, and high-fidelity prototypes.
- Make use of AI tools to speed up research, content, and ideation.
- Skilled in driving UX decisions and collaborating cross-functionally.
- Adapt easily to both structured design environments and fast-paced startup teams, bringing a strong product mindset, collaborative approach, and problem-solving focus to every project.

CORE COMPETENCIES

User-centred design - Personas, journey mapping, wire framing, prototyping, interaction design, usability testing, accessibility.

Design systems & tools - Adobe XD, After Effects (for interaction design demos), design documentation, style guides.

Design execution - Interaction design, Visual design, micro copy, UX writing, hi-fidelity prototyping, Animation for interaction design (After effects).

Collaboration & leadership - Cross-functional team collaboration, recruiting and on-boarding talent (developers, designers, and copywriters), clear communication across disciplines, fast feedback loops.

Problem solving & strategy - Information architecture, product thinking, user research and testing, rapid iteration, analytical acumen.

Tools - Figma, Adobe After Effects, Illustrator, Photoshop, Chat GPT, Notion, Miro, Procreate.

WORK EXPERIENCE

Freelance Product Designer at ConSoul Solutions

Marketing Technology | Agency *(Nov 2024 - Feb 2025)*

- Led the complete semi-dynamic & responsive website design process — from research and information architecture to final UI delivery.
- Improved user trust and clarity through research-backed flows and usability testing, which reduced friction points in navigation and content consumption.
- Recruited and managed a cross-functional freelance team (developer + UX writer) to execute the project end-to-end.
- Aligned content, design, and development workflows for smooth handoff and execution.
- Strengthened brand positioning with storytelling-led design and UX writing, helping the client communicate their mar-tech vision more persuasively to potential customers.

UI UX Designer at iConex Global

Event Management | Corporate Events, Webinars & Conferences *(Jul 2023 - Nov 2024)*

- Led the UX design for temporary web and app experiences tailored for event attendees — including delegates, speakers, and sponsors — across multiple international conferences.
- Created modular design systems and reusable components to accelerate the turnaround of event-specific platforms.
- Designed intuitive onboarding flows, session schedules, and networking features with a strong focus on mobile responsiveness.
- Collaborated with developers and project managers to ensure timely delivery of white-labeled websites with custom branding per event.
- Proposed and prototyped a modular, cross-platform mobile app (iOS & Android) to unify multiple event-specific apps under one dynamic framework, enabling the company to easily add and remove event content without rebuilding the app from scratch.

Product Design Intern at MoneyView

Finance Technology | Loans & Neo Bank *(Nov 2022 - May 2023)*

- Conceptualised and developed product strategy for *CreditView*, a new product aimed at helping users improve their credit profile.
- Conducted comprehensive user research, user testing, visual testing, and secondary research. Iterated designs based on user feedback to enhance user experience.
- Defined interaction models for various screens and created detailed prototypes, created and tested high-fidelity wireframes and prototypes on Figma.
- Transformed the underperforming *Secured Line of Credit* product into a high-impact 2.0 version. Led UX writing, usability testing, and iterative design refinements. Directed the production of an introductory video, significantly enhancing user engagement and understanding.
- Ensured all designs adhered to and seamlessly integrated with the product's existing design system for consistency and scalability.

Art Director & Visual Designer at The Fluid Box

Design & Marketing | Agency *(Mar 2021 - Mar 2022)*

- Conceptualised and crafted visually stunning creatives for clients' social media platforms and print collaterals, including impactful out-of-home advertising campaigns.
- Brought a 3% increase in inbound sales for Nahar Group through the strategic design of captivating Instagram and Facebook creatives.
- Led the design and development of The Fluid Box's responsive website and oversaw the production of an engaging introductory video, boosting the company's online visibility and audience engagement.

Freelance Art Director and Visual Frame Artist for Film & Webseries

Jio Hotstar’s series ‘*Murder In Mahim*’ & Malayalam Feature film ‘*Minnal Murali*’

- Created storyboard, designed still frames, and directed animation for the intro video of ‘Murder in Mahim’.
- Designed the storyboard, created still frames, and directed animation for the lyrical title track of the Malayalam feature film ‘Minnal Murali’.

SEO Content Writer at Media.net

Contextual Advertising *(Apr 2017 - Sep 2019)*

- Improvised content of internal blog sites by implementing on-page seo strategy.
- Enhanced visibility of respective brands by writing compelling and optimised content that ranked highly in SERPs.

EDUCATION

UX Mastery Cohort by Growth School | *(Mar’2022 - Oct’2022)*

Master’s in Management Studies - Human Resources | The University of Mumbai | *(2013-2015)*

Bachelor’s in Mass Media - Journalism | The University of Mumbai | *(2009-2012)*