Pratik Joglekar
UX Researcher/Designer

www.linkedin.com/in/pratik-joglekar/
www.pratikjoglekar.com
letstalk@pratikjoglekar.com
267-504-9700, Philadelphia, PA

SUMMARY

Curious, **creative** and **passionate** designer valuing transformation through a human-centered approach. **Five years of industry experience which includes UX design**, game design, technical art, and 3D animation. My goal is to **tackle complex problems** and **offer user-centric solutions**. Inclined and willing to work within an **innovative**, **process driven** and **collaborative environment**.

EXPERIENCE

Product Designer - Teltech Systems
March 2019 - November 2019
- **Led the research** for the product which involved **qualitative** and **quantitative** research, **User-testing**, **A/B test**, **surveys** and **interviews**.
- Created a detailed **competitive analysis** to propose a freemium product.
- **Increased user activation** with paywall **redesigns**.
- **Interviewed** users of competitors applications to identify **growth strategies.**
- Created **prototypes for user testing** to evaluate in-app community features.
- Led various **brainstorming sessions** with different **strategies** to identify problems and proposed new/re-designs.
- **Discovered user drop-offs** by **analyzing quantitative data** and recommended UX/UI design solutions.
- Initiated the iOS design by creating **intuitive user experiences** and **visual design**.

Graduate Assistant - Thomas Jefferson University
August 2017 - December 2018
- Using graph theory, created a diagram of campus with various parameters. By using that data, created **low fidelity wireframe** and **visual design concept**.
- Conducted intensive **research** and **user interviews** for Jefferson collaborative platform and also effectively increased the **usability**.
- Established a recognized **research methodology** and timeline to achieve the desired goals.

UX Design Consultant - Fortune Cookie UX Design
May 2017 - July 2017
- **Led a team of 4 designers** including another UX designer and two visual designers to create a medical application.
- Condensed **need-finding** through comprehensive **user interviews**.
- Extended the concept of the medical quiz app by introducing **gamification** to further enhance the experience by using game mechanics such as badges, leaderboard, level system as well as rewards (in-game as well as tangible).
- Created solutions to the client through high fidelity **wireframes** and **prototypes**.
- Solved usability problems by conducting **task analysis** to improve the digital product's experience.
- Improved the performance and enhanced the **visual aesthetic** of the application.

Jr. Game Designer / 3D Animator - June Gaming
August 2015 - April 2017
- Implemented best game design practices by conducting thorough **user research**.
- Initiated **prototype** development, **user testing**, the creation of **information architecture** and established guidelines for improving in-game experience.
- Collaboratively devised a **lean UX** solution and designed **wireframes**, created **mockups**, **prototype** and **user interfaces (UI)** with a feedback-update loop.
- Formulated solutions with a senior designer to solve game balance issues.
- Directed entire 3D animation production and conceptualized VFX, video editing.

EDUCATION

Thomas Jefferson University
MS in User experience and Interaction Design
2017 - 2018

Welingkar Institute of Management (Pune, India)
Advance Diploma in Business Administration
2015 - 2016

YCMOU (Pune, India)
Bachelor of Computer Application
2013 - 2015

DSK Supinfocom (Pune, India)
Advance Diploma Digital Direction
2009 - 2011

SVCP (Pune, India)
Diploma in Information Technology
2008 - 2009

SKILLS

User Research, User Experience, User Interface Design, User stories, Design, Responsive Design, Web Design, Mobile Application Design, Information Architecture, Usability testing, Storyboarding, HTML / CSS / Javascript, Project Management, Wireframing, Prototyping, Visual Design, Motion Graphics, Gamification, 3D animation, Visual effects

TOOLS

Adobe Photoshop, Illustrator, InDesign, After Effects, XD, Sketch, Figma, Axure, Flinto, Invision, 3D Max, Maya, Zeplin, Perforce, Github, Unreal, Unity, Abstract, Miro, Invision Studio