Pratik Joglekar

Philadelphia, PA | (267) 504-7907 | letstalk@pratikjoglekar.com | linkedin.com/in/pratik-joglekar

---

SKILLS AND STRENGTHS

Design: Research and Analysis, UI/UX Design, User stories, Persona, Information Architecture, Storyboarding, Wire-framing, Mockups, Data-driven Design, Prototyping, Product Design, Design System, Visual Design, Form factors - Web, iOS, Android, User Experience
Lead: Strategy, Conduct workshops, Presentations, Mentorship, Problem-solving, Innovative, System design
Soft: Collaborative, Curious, Creative, Emphatic, Flexible, Listening, Communication, Self-driven, Thoughtful

---

WORK HISTORY

HubSpot Inc.
Senior Product Designer, 09/2022 - Present

- Boosted free-to-starter CRM upgrades by 6% through strategic repositioning of pricing cards.
- Led multiple ideation workshops to facilitate end-to-end user experience of a purchase strategy.
- Collaborated closely with key stakeholders to identify, align and articulate strategies that encompass user expectations to enhance product value.
- Increased 4% seat based revenue by partnering with the principal designer to architect a cohesive eco-system for the new seat model, ensuring consistency throughout the product.
- Conducted qualitative research by interviewing users to identify opportunities for a complex data product by solving data protection and reporting issues.
- Enhanced data protection by 10% through designing and implementing a comprehensive event modification tracking framework.
- Proactively conducted user experience analysis to design an experimentation tool, prioritizing high-impact improvements based on data-driven insights.

MassMutual
Senior Product Designer, 01/2020 - 09/2022

- Collaborated with business analyst and product owner to spearhead mobile app redesign, resulting in a 7% increase in monthly active users.
- Provided design leadership and guidance to many R&D rotations, by fostering a cohesive approach to design and facilitating workshops.

- Partnered with the design team to redesign the homepage experience, leading to a 9% increase in user adoption.
- Architected and implemented a comprehensive design system for a mobile app, enhancing UI design consistency.
- Developed and shared a Visual QA process for consistent design deliveries.
- Led the design effort to create a term policy experience from research to visual design and extended support for UX writing in an agile environment.

Teltech Systems
Product Designer, 03/2019 - 11/2019

- Created and maintained a comprehensive design system, improving design consistency and development efficiency across multiple products.
- Developed interactive prototypes to effectively communicate design concepts to stakeholders.

OTHER ACCOMPLISHMENTS

- **Mentorship:** Created a psychologically safe space for designers on Adplist.
- **Diversity and Inclusion:** People of color at HubSpot (Pocah) leader supporting various efforts
- **Publications:** Published various Medium and Smashing Magazine articles.
- **Jury Member:** Thomas Jefferson University multiple times and Protothon (by Dubstech) 2024
- **Speaker:** UX Scotland (2024), UXCPA NH (2024)

EDUCATION

Master of Science in User Experience and Interaction Design, 2019
Thomas Jefferson University

Bachelor of Computer Application, 2015
Yashwantrao Chavan Maharashtra Open University