

Pratik Joglekar

Senior Product Designer

Pune, India · Open to EU relocation · EU Blue Card eligible

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SUMMARY

Senior product designer with 8+ years designing growth, monetization, engagement, and activation experiences across enterprise and consumer SaaS. Known for turning ambiguous problem spaces into simple, self-serve experiences, and for running hypothesis-driven design in close partnership with PM, engineering, and data. Comfortable operating end-to-end from discovery through ship and iterate, with AI-assisted workflows built into research and design.

CORE COMPETENCIES

Core strengths: Growth, monetization & activation · Embedded & platform integrations · Experimentation & hypothesis-driven iteration · Enterprise UX & complex workflows · AI-assisted design workflows

Design Practice: Problem framing in ambiguity · User research & insight synthesis · Information architecture & interaction design · Prototyping & validation · Design systems across web, iOS, and Android

Leadership: End-to-end ownership from discovery to delivery · Cross-functional alignment & stakeholder influence · Roadmap & product strategy input · Workshop facilitation · Mentoring & design critique

WORK HISTORY

Coursera (India)

Senior Product Designer - Enterprise, July 2025 — Present

Leading design for enterprise growth across onboarding, pricing, and platform integrations.

- Designed a native LTI integration that embeds Coursera inside customers' LMS environments (Canvas, Blackboard, Moodle), lifting enterprise activation from 10% to 23% by removing login and course discovery friction.
- Drove a systemic redesign of user flows and information architecture, reducing support dependency from 57% to 7% over 2 quarters across 13,000 enterprise accounts.
- Defined and launched a scalable pricing and monetization experience, reducing churn by 37% and improving checkout completion by 11%.
- Facilitated ideation workshops with PM, Engineering, and Research to define the end-to-end experience for a newly formed enterprise team, resolving roadmap ambiguity.
- Integrated AI-assisted workflows into research synthesis, accelerating insight generation and analysis.
- As an acting product manager for a feature, delivered an experience to allow instructors to change due dates, see learner progress, and certificates.

HubSpot Inc. (U.S.)

Senior Product Designer - Growth, September 2022 — May 2025

Owned growth and monetization experiences across activation, retention, and experimentation surfaces.

- Redesigned the cancellation flow with feature re-surfacing and a discount strategy, retaining 36% of at-risk users and recovering another 20% through underutilized feature prompts.
- Redesigned the campaign creation experience, increasing daily usage by 90% through improved guidance and reduced cognitive load.
- Implemented a growth prompt strategy by introducing AI-driven usage features, increasing user engagement by 13%.
- Simplified a complex event creation flow by restructuring information architecture and reducing decision points, cutting critical data errors by 70%.
- Shipped an advanced anomaly detection system, increasing event-tracking data reliability by 64%.
- Increased free-to-Starter CRM conversions by 6% through strategic positioning of pricing cards.
- Redesigned the experimentation platform's insights experience, increasing tool adoption by 8%.

MassMutual (U.S.)

Senior Product Designer - Consumer, January 2020 — September 2022

Designed consumer-facing experiences across MassMutual's life insurance and retirement products, spanning mobile, web, and new policy flows.

- Led mobile app redesign in partnership with a PM and business analyst, increasing monthly active users by 17%.
- Partnered with the design team to redesign the homepage experience, lifting user adoption by 9%.
- Architected and shipped a comprehensive mobile design system, establishing UI consistency across the app.
- Led an end-to-end design effort to create a term policy experience and extended support for UX writing in an agile environment.

OTHER ACCOMPLISHMENTS

- **Publications:** Published on [Smashing Magazine](#), [State of Design](#), and [Medium](#).
- **Speaking:** [UX Scotland \(2024\)](#), [UXCPA NH \(2024\)](#), [State of Design 2025 Discussion Forum](#)
- **Mentorship:** [ADPList](#), mentoring designers on growth, portfolio, and career
- **Jury:** Thomas Jefferson University and [Protothon](#)

EDUCATION

Master of Science in User Experience and Interaction Design, 2019

Thomas Jefferson University (U.S.)

Bachelor of Computer Application, 2015

Yashwantrao Chavan Maharashtra Open University (India)