Yuvi Pradhan

UI/UX Designer

4+ years of professional experience in UI/UX Design and designing interactive end-to-end user flows from ideation to implementation. My objective is to create intuitive, user-centered designs that provide a seamless experience for users while achieving business objectives.

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Portfolio
ypradhan.com

Work experience

Deloitte, UI/UX Designer II
Oct 2020 - Oct 2023

- Launched a custom-developed complex enterprise platform from 0 to 1 in an agile B2B environment, using various design systems
- Enhanced the user experience and visual design of business intelligence (BI) analytics solutions for F500 clients across automotive, retail, and healthcare industries
- Liaised with account leadership, functional teams, data scientists, and developers to balance product vision, business goals, and feasibility
- Led deliverables that were praised by the client's C-suite who described it as "first-class work," resulting in a ~ $2M buy-in of add-on work
- Facilitated co-creation and design thinking workshops for internal and external stakeholders to articulate and validate design decisions
- Conducted design workshops and presentations to engage clients and stakeholders in the design process and gather feedback.

Deloitte, UI/UX Designer I
Oct 2020 - May 2022

- Created designs for custom web applications as well as multiple dashboard experiences for products on Tableau and PowerBI.
- Produced personas, user journeys, and information architectures to inform product strategy and scope definition across 4+ engagements
- Contributed to a pursuit through visual storytelling and demoing interactive prototypes to a panel of C-suite executives
- Designed and delivered high-fidelity wireframes, mockups, and prototypes using tools such as Sketch, Adobe XD, InVision, and Figma
- Mentored new hires to foster a design community

Curina, UI/UX Developer Intern
Jun 2020 - Oct 2020

- Redesigned company's homepage; reduced bounce rates by 40% and increased leads by 15%.
- Created a design system that improved the learnability of the website's users
- Designed low to high fidelity wireframes and interactive prototypes

AutoPair, UI/UX Design Intern
Jun 2019 - Aug 2019

- Worked with product managers to critique website design by conducting heurisitc evaluations and user tests
- Redesigned numerous pages and developed several new modules using the existing design system
- Designed low - high fidelity wireframes and interactive prototypes

Prior work experience: Quinnox(UI/UX Intern), PUMA(Marketing Intern)

Education

BS in User Experience Design

DePaul University

Minor in Graphic Design

GPA: 3.84/4.0

2016 - 2020

Awards

Consistent Dean's List Member
- 4 years of being consistent on the Dean's List at DePaul University

5 Applause Awards
- Rewarded 5 times for excellence in driving project success at Deloitte

Skills

UX Research, User Testing and Validation, Customer Journey Mapping, Information Architecture, Low- and High- Fidelity Wireframing, Prototyping, Interaction Design, Visual Design, Defining Product Specifications, Design System Development, Design Sprints, Data Visualization.

Experienced with Agile & Lean methodologies.

Coding fundamentals. HTML & CSS

Tools

Figma, Sketch, InVision, Balsamiq, Axure, Miro, JIRA, Miscrosoft Suite, Adobe Suite

Personal Interests

Member of New York Road Runners

Cycling

Bouldering

Tennis

Formula 1