

Prachi Soumya Garg

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New York

PRODUCT / UX DESIGNER

Highlights

(Finalist) All India Women
Entrepreneur Awards —
Fashion Category 2019

Education

Apr 2019 - Jul 2019

UI/UX Bootcamp

Designerrs Lab, India

Aug 2008 - Jun 2012

Bachelors Of Design (B.Des)

Accessory Design

National Institute of Fashion
Technology (NIFT)
Bangalore, India

Skills

User Research & Synthesis
Wireframing & Prototyping
Market Analysis
Illustration & Storytelling
Usability Testing
Visual Design
eCommerce
Project Management
Collaboration & Team building
Business Development

Tools

Figma, Marvel, Invision,
Adobe Creative Suite, Slack,
Trello, Asana, Procreate,
Solidworks

Volunteer

AIESEC 12 months

Teach For India 1 month

Sex Education project 1 month

Experience

UI/UX Designer

Aug 2020- Sep 2020 **Erdos Technologies (Contract)** — New York, USA

Designed a web tool dashboard to manage employees, projects, cashflow and client onboarding experience.

skills: [strategy](#), [ui design](#), [design hand-offs](#), [prototyping](#)

Nov 2019 **Wealth42 Startup (Contract)** — Bangalore, India

Strategized & designed an MVP for an AI based financial planning & risk assessment startup.

skills: [ux consulting](#), [ui design](#), [interaction design](#)

Entrepreneur & Product Designer

May 2013- Dec 2019 **No Strings Attached LLP** — Bangalore, India

Designed & dispatched 9500+ bespoke handcrafted fashion products & gifting solutions globally.

Defined visual brand language; identity & values. Executed social media campaigns targeting 10k+ users.

Founded & lead a team of 5 from initial stages of the business to launching a studio and eCommerce store.

skills: [customer experience](#), [eCommerce](#), [business strategy](#)

Product Designer

Dec 2011- Jun 2012 **Rachana Reddy (Capstone)** — Bangalore, India

Developed a portfolio of 30+ fashion accessories. Worked with cross-functional teams to design eco-friendly luxury products.

skills: [market research](#), [design and development](#)

Researcher & Product Designer

Jan 2011- Mar 2011 **Craft Cluster (Project)** — Near Bangalore, India

Trained 10+ artisans of two villages Channapatna & Shivarapatna. Championed design of commercially viable lifestyle products using local crafts. .

skills: [research & synthesis](#), [mentoring and development](#)