

Prachi Soumya Garg

Product Designer based in New York

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EXPERIENCE

Product Designer / Seismic

Remote | Oct '22 - Present

- Led discovery through delivery for enterprise SaaS features: Skills analytics, Assessments, Digital Sales Room builder widgets, Coaching hub, and Emails
- Designed complex multi-role workflows permissions and visibility models across admin, manager, seller and buyer experiences.
- Influenced product direction through research, cross-functional workshops and executive reviews, translating ambiguity into scalable product decisions.

Researcher & Designer / CNN

Remote | May '22 - Aug '22 | Capstone

- Led research and validation for CNN's mobile audio and text-to-speech experience.
- Evaluated existing journeys and prototyped new audio interactions for testing.
- Synthesized findings into recommendations for podcast and TTS integration with CNN's Audio team.

Product Designer / Erdos Technologies

New York | Aug '20- Sep '20 | Contract

- Designed onboarding, client and admin dashboards, defining key interactions for developer handoff.

Product Designer / Wealth 42

Bengaluru | Nov '19 | Contract

- Led UX for an AI-driven finance MVP, creating the core product experience and using usability testing and stakeholder reviews to refine concepts.

Founder & Designer / No Strings Attached

Bengaluru | May '13- Oct '19

- Founded and scaled an eCommerce business, owning product, brand, operations and customer experience to end; fulfilled 9k+ orders globally.
- Grew business ~25% annually through customer led iteration, product experimentation and marketing
- Used market research, analytics to guide growth decisions expanded reach through 50+ events across India

EDUCATION

Master's in Interaction Design

California College of the Arts

2021 - 2022 | USA

Bachelor's in Product Design

National Institute of Fashion Technology

2008 - 2012 | India

SKILLS

Research & Discovery

Qualitative Interviews, Secondary Research, Research Synthesis, Concept Validation, Usability Testing, Journey & Scenario Mapping

Product & UX Design

Product Strategy, Systems Thinking, Interaction Design, Information Architecture, Complex Workflows, Prototyping, Design Systems, Data-Informed Design, Facilitation

Tools

Figma (FigJam + Figma Make), Claude, ChatGPT, Breyta, Condens, Dovetail, Notion, Lovable, Miro

HONORS

Top-5 Finalist

All-India Times SheUnltd Entrepreneur Awards
2019 (40k+ entries)

VOLUNTEER

Alumni Relations Manager / CCA

Event planning, portfolio workshops; matching alumni mentors to 54 students.

Vice-President & Team Lead / AIESEC

Led a team of 10; facilitated global exchange of 65 suitable student interns.