

Prachi Soumya Garg

Product Designer based in San Francisco

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EXPERIENCE

Product Designer / CNN

Remote | May '22 - Present | Capstone

- Conducted primary research, stakeholder analysis, competitive analysis, and risk assessment on CNN's text-to-speech and audio strategy.
- Performed heuristics analysis, and proposed new concepts and prototypes for CNN mobile.
- Defined strategy for text-to-speech and podcasts in collaboration with the CNN audio strategy team.

Product Designer / Erdos Technologies

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

- Designed 3 features (onboarding flow for new clients, a client management dashboard, and an admin-side employee work management tool) in close collaboration with Product Manager.
- Defined interactions and new components within the existing design system.
- Prototyped user flows and iterated on user scenarios for design hand-off to developers.

Product Designer / Wealth 42

Bengaluru | Nov '19 | Contract

- Shipped end-to-end MVP for iOS mobile app (research to design execution).
- Created a design library for hand-offs to developers.
- Presented user scenarios to developers, conducted usability tests, ideation workshops to align design principles, cross-functional goals, and timelines.

Founder & Designer / No Strings Attached

Bengaluru | May '13- Oct '19

- Founded and owned a digital startup for 6+ years.
- Led strategy to execution of the eCommerce website and developed 9500+ physical products.
- Implemented creative strategies leading to an annual growth of 25%.
- Conducted A/B testing to improve checkout process and landing page conversions.
- Tracked and synthesized Google analytics data, and conducted secondary research through 50+ events.

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

Qualitative Interviews, Secondary Research, Validation Research, Contextual Enquiries, User Scenario Mapping, Data visualization

Product & UX Design

User Interface Design, Systems Thinking, Prototyping, User flows, Ideation, Business Strategy, Wireframing, Usability Testing, Interaction Design, Information Architecture

Tools

Figma, Adobe XD, Adobe Illustrator, Notion, Procreate, Invision, Miro, Kumu, WordPress

RECOGNITION

Top-5 Finalist

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

LEADERSHIP

Alumni Relations Manager / CCA

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

Vice-President & TL / AIESEC

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