

Prachi Soumya Garg

Product Designer based in San Francisco

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EXPERIENCE

Researcher & Designer / CNN (Capstone)

Remote | Jun '22- Present

Product Designer / Erdos Technologies

New York | Aug '20- Sep '20

- Designed 3 features (onboarding flow for new clients, a client management dashboard, and admin-side employee work management) from research to prototype.
- Defined interactions and components for design hand-offs to developers, in collaboration with PM.

UX Designer / Wealth 42

Bengaluru | Nov '19

- Strategized and designed wireframes, design system and interactions for a mobile app (MVP) for an AI-based finance startup.
- Conducted usability tests, presented UX scenarios to align cross-functional goals, timelines and design principles.

Founder & Designer / No Strings Attached

Bengaluru | May '13- Oct '19

- Founded and owned an eCommerce business and fashion label for 6+ years.
- Handcrafted and shipped 9500+ bespoke fashion products, globally.
- Implemented creative strategies leading to an annual growth of 25%.
- Conducted market research, tracked and synthesised Google analytics data, impacting 20K+ users through 50+ events across India.

Accessory Designer / Rachana Reddy

Bengaluru | Dec '11- May '12

- Accomplished end-to-end design and development 35+ luxury fashion accessories.
- Spearheaded cross-functional collaboration with artisans, independent contractors & Founder.

EDUCATION

Master's in Interaction Design

California College of the Arts

2021 - 2022

Bachelor's in Product Design

National Institute of Fashion Technology

2008 - 2012

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, Strategy, Wireframing, Usability Testing, Interaction Design, Information Architecture

Tools

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

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 & TL / AIESEC

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