

PRANAV SHINDE

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A **User Experience Designer** who believes in design as a problem-solving methodology, a way of seeing and channeling interactions between ideas and materiality, and as a strategy for strengthening interactions between users and the products they use.

Education

Rochester Institute of Technology

MFA in Visual Communication Design - GPA 3.84

Anticipated, May 2022

Experience

Siemens Healthineers - Visual & Interaction Design Intern

August 2021 - Present

- Lead the process of setting up a design system through identifying and building reusable components to create an efficient workflow and help maintain the visual style across the product.
- Contributed to conducting usability evaluation, and creating wireframes to satisfy user and product requirements.
- Presented design solutions and deliverables to the extended UX Design Team for feedback.
- Designed & showcased workflow interaction capability through videos for an upcoming desktop application to be used in a hospital diagnosis environment.

Forbes - Product Design Intern

May 2021 - August 2021

- Led a dashboard design project for Forbes' content management platform and conducted its usability evaluation with 6 authors grossing over 20 million views on their newsletters.
- Designed reusable templates & feature sets on the Forbes.com website.
- Collaborated with senior designers, project managers and product owners to establish user-centered design principles across multiple platforms.

ZS Associates - Visual Designer

August 2018 - July 2019

- Designed patient journeys, infographics, email campaigns and associated print media which yielded a more humanistic approach to ZS' business solutions.

Skills

User Experience Design

Design Research

Figma

Usability Evaluation

Interaction Design

Zeplin

Wireframing

Prototyping

Adobe CC

Information Architecture

User Interface Design

Principle