

PRANJAL RANKA

Experience Designer

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Dedicated, autodidact, determined, always looking out for something new. After working in the design industry for about 3 years, I quit a wonderful job as an interaction designer at Samsung R&D and started out on my own as a freelancer.

WORK EXPERIENCE

SELF EMPLOYED - UX DESIGNER

Project Manager & Interaction Designer | Dec, 2015 - Current

Worked on various digital products for clients across geographies in the field of travel, finance, technology, automobile and e-commerce. I collaborate with specialists from respective fields as and when required to deliver best results

- Skills: App Design [Android & iOS] , Responsive Web Design , Interaction Design, Visual Design ,
- Domains already worked on: Technology, Finance, Travel, E Commerce, Automobile, Advertising
- In collaboration with design studios, IT companies and Individuals around Pune, Bangalore & Mumbai
- Owner of an e-commerce platform - Huns Digital Home Pvt Ltd

SAMSUNG R&D, BANGALORE, INDIA

Interaction Designer | Apr, 2014 - Sep, 2015

Among one of the 80 designers, designing next generation devices and experiences for Samsung Electronics. Worked in constant sync with development, design and user testing team in Korea and India, keeping in mind the business opportunities for Samsung, end customers and the stakeholder.

- Employee of the month Award

E-ZEST SOLUTIONS

User Experience Designer | Jul, 2013 - Feb, 2014

With a team of 5 designers and 300+ developers, handled end to end solution for multiple clients catering to a wide range of domains - responsive design, website designs, mobile, tablet and web apps, idea pitch for client buy ins

YUJ DESIGNS

User Experience Design Intern | May, 2012 - Aug, 2012

Worked on Usability testing projects and Website designs, handled client and teams based in different geographical locations.

EDUCATION

COPENHAGEN INSTITUTE OF INTERACTION DESIGN

Summer School Design with Biology, Design at City Scale, Artefacts from the Future | Jun, 2017 - Jul, 2017

The summer school entitled intensive courses mentioned above with various other options for cross learning such as Design for Interactive Spaces / Products, Machine Learning, AI, Physical Computing etc. The course not only taught a lot about futuristic design but also exposed us towards different cultures and working styles. It helped us convey our ideas with hands on projects within a week's time.

LUMA WORKSHOP @ SAMSUNG, BANGALORE

Design Workshop | Dec, 2014

A three day intensive workshop teaching various design, business and product strategy methods practised in top design agencies

USID GURUKUL, IIT KANPUR

Design Workshop | Dec, 2012

A one week design workshop from various backgrounds put together in a team with one of given fields (i.e. education, food and sanitation etc) to work on.

We designed a game for exposing the kids to various career opportunity, apart from the set notion in India of being a doctor or an engineer.

"Best project award, USID Gurukul"

SYMBIOSIS INSTITUTE OF DESIGN

Bachelor's in Design User Experience Design | 2009 - 2013

"Gold Award at USID, 2012 - India's 1st UX awards for Social Innovation, Student Category"

"Special Recognition Award - Design Showcase 2013, Symbiosis Institute of Design "

PROJECTS

HUNGERBOX - CORPORATE CATERING MOBILE APP & WEB PORTAL

Interaction Design | Sep, 2017 - Nov, 2017

HungerBox is a full stack B2B, F&B technology company delivering food solutions for the corporates in India. They are revolutionising office food and cafeteria management along with the best caterers in the city with the use of best in class technology.

Key Responsibilities

- Handled client requirements
- Designed UX
- Handover & coordination for visual design

FITKAR - E COMMERCE WEBSITE & APP FOR BUYING CAR PARTS BOOKING SERVICES

Project Management & Interaction Design | May, 2017 - Jul, 2017

Fitkar is a workshop that delivers car tyres, other accessories and services at the doorstep. It provides convenience, safety, assurance and warranty to the customers with less wait time.

Key Responsibilities:

- Client Pitch & Buy in
- Handled project delivery & client requirements
- Designed the UX for the project
- Coordinated branding & visual design for the website

SNAPPYDATA - REAL TIME ANALYTICS BROCHURE WEBSITE

Interaction & Visual Design | Oct, 2016 - Dec, 2016

SnappyData is a high performance in-memory data platform for mixed workload applications build on Apache Spark. It provides a unified programming model for streaming, transactions, machine learning and SQL Analytics in a single cluster.

Key note:

SnappyData raised \$3.65 Million in Series A Funding Led by Pivotal, GE Digital and GTD Capital

TRIP2LEARN - TRAVEL WEBSITE

Interaction & Visual Design | Jun, 2016 - Aug, 2016

Trip2learn is a small startup travel company that enables language tourism. They create edu-cultural travel packages that ensure complete cultural immersion and tours that provide a real and out-of-the-ordinary experience

It has already recovered its investment cost and finally up for making profits.

MOZOPARTNER - CAR SERVICE APP

Interaction & Visual Design | Mar, 2016 - May, 2016

Mozopartner is a partner app for a small startup company called Carmozo. It enables firms to register on the app and get listed as a service station. It helps vendors maintain their order records and update the customers to track the same

Key Role:

HUNS DIGITAL HOME PVT LTD - E COMMERCE PLATFORM

Product Manager & Designer | Feb, 2016 - May, 2016

Huns is an 80 year old electronics store in Pune. I designed an in house e-commerce platform built on Shopify. Currently making progressive changes to drive traffic.

SAMSUNG EMAIL APP - TIZEN OS [Z1 DEVICE]

Interaction Designer, Design Researcher | Apr, 2014 - Jan, 2015

Tizen Z1 is a low cost phone designed for blue collar workers of India. It is designed to be an entertainment box with an all new OS experience, providing them with all the feature of a smartphone at a low price.

Key responsibilities:

- Designed and released UI guide for the Email application for Tizen OS.
- Pitched India Specific ideas for all samsung core apps
- Contributed to the entire product cycle, from design to release

SAMSUNG CHATON APP - TIZEN OS [Z1 DEVICE]

Project Manager & Interaction Designer | Jun, 2014 - Aug, 2014

ChatOn app is Samsung's in-house chatting application. With other IM's like Whatsapp, Facebook & Hike ; Chaton needed an uplift to match up with these applications

Key Responsibilities

- Handled pitches with Vice Presidents of Samsung
- Designed UI guides for revamping ChatOn Application.
- Pitched new ideas to compete with other IMs like WhatsApp, Fb, Hike etc.
- Coordinated with visual designer, developers and decision makers of Samsung to ensure final delivery

SAMSUNG INNOVATION & NEXT GEN CONCEPTS

Concept Design, Interaction Designer, Design Researcher | Jan, 2015 - Sep, 2015

Samsung Innovation team works for designing experiences for next gen devices and technologies. A team of designers with different backgrounds come together to ideate, execute and take it to a level where it can pitched to the VP of India as well as HQ (Korea)

Key responsibilities:

- Dual Device : Designed concepts to showcase new ways of interacting with two screens and for whom it might be designed for
- NLU : Designed concepts to envelope natural language understanding suitable for the end user
- S6 Edge - New Interaction gesture concepts for s6 edge

SAMSUNG PATENTS & RESEARCH PAPERS

Concept Designer, Interaction Designer, Design Researcher | Apr, 2014 - Sep, 2015

Samsung IP team works in continuous sink with the design & development team. Every innovative idea pitch is seen as a patent opportunity and filed supported with patent document

- The little black Book: Research paper for OZCHII 2015 & Samsung Best Paper Award Contest
- Pitched multiple patent ideas to the Samsung IP Team (cannot be disclosed)

RICANALYTICS - WEB APP & IPAD APP

Interaction & Visual Design | Oct, 2013 - Feb, 2013

InvestRica simplifies the investment experience for those who shy away from the complexity of investing. Its takes 3 simple steps to automated investments.

"InvestRica named Best Retail Investment Platform by @FinTech_Awards"

COMMERCUS - RESPONSIVE WEBSITE

UX Design | Nov, 2013 - Jan, 2013

Commercus is a multilingual advertisement web portal to buy and sell. The user can post an ad in their own language and select the languages to be translated into.

SUVIDHA USABILITY TESTING

Usability Testing - Design Intern

Suvidhaa is a robust and easily accessible platform that offers the facility to make payments for services like Utility Bill Payment Services, Renewal Insurance Premium Collection Services, Telecom, Mobile, DTH Recharges etc.

BBONKED - PERVASIVE GAME

Research and Game Design | Dec, 2012 - Apr, 2013

B-Bonked is a self initiated thesis project on pervasive gaming. It is an interactive wearable gamer jacket + app, revisiting the local street games of India with the new age of technology.

Recently a similar concept designed by a few IITians was funded by an American company

SKILLS

Photoshop	Illustrator	Sketch App	Invision	Interaction Design	Information Architecture
Graphic Design	User-centered Design	Web Design	Research		