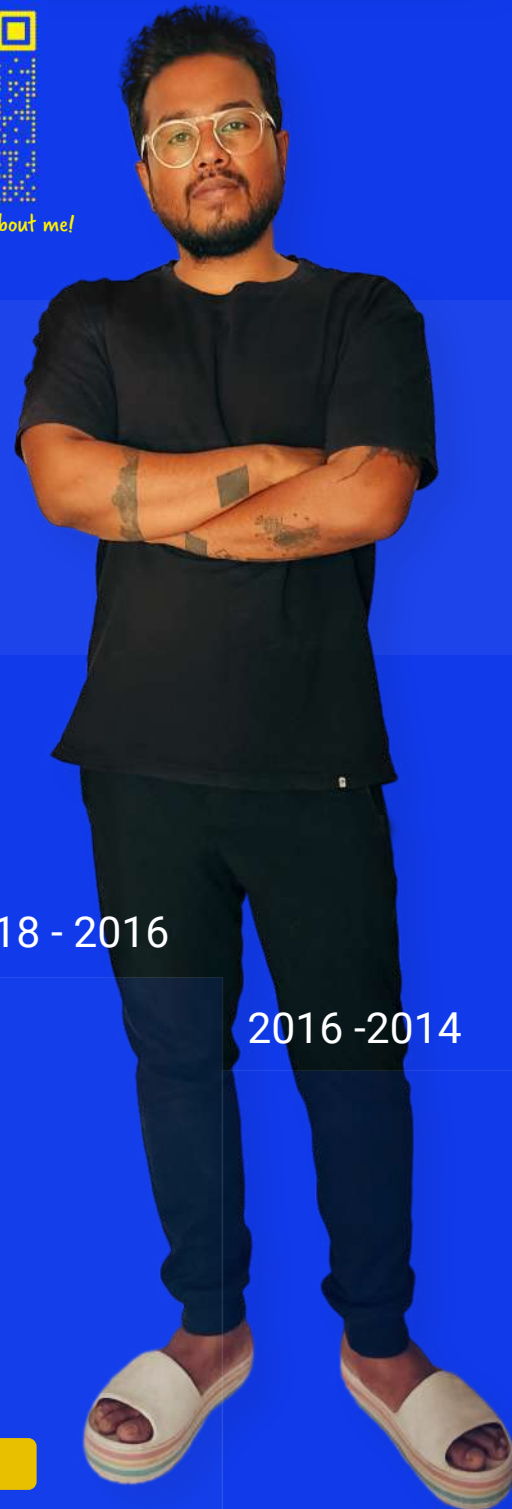# I am Pravat Ranjan.

A product Designer & a creative polymath!

I sprinkle a dash of creativity into everything. With a palette of skills at my disposal, I keep pushing the boundaries of what's possible!

scan to know more about me!

- Product Design
- UI - UX Design
- User Research & Product Strategy
- Information Architecture
- Design Systems
- Graphic Design & Visual Stirytelling
- Animation & Storyboarding
- Content Strategy & Storytelling
- Web Design (HTML, CSS & Javascript)

- Creativity & Planning
- Design Thinking
- Lean UX
- Agile Methodologies
- Team Building
- People Management
- Adaptibility
- Decisiveness
- Delegation

2024 - 2022

Head of Product Design & CBO

Nov 2021 - present
Leanpitch

- ✦ Helped Start **Intentionality,** a podcast that delves in to agility, fitness & purpose driven life
- ✦ Comprehensive Brand Development Strategy & Product Roadmap for **Glampies,** an upscale camping venture
- ✦ Revamped the brand posiitoning of **Leanpitch** from leading scrum and agile training providers to a more inclusive ed tech platform
- ✦ Revamped **Leanpitch Platform** design keeping in mind our target audience and future aspirations
- ✦ Designed and helped organise **Product Thinking Conference 2019 & 2020**
- ✦ Helped start **Product Thinking Launchpad** and **Social Scrum**

2022 - 2020

Head of Product Design

Feb 2022 - Dec 2020
Turient

- ✦ User research to gather the needs, behaviors, and pain points of our target audience
- ✦ Defined the information architecture of the product, including site maps, user flows, and navigation structures
- ✦ Creating interactive prototypes and hi-fi mockups
- ✦ Conducting usability testing sessions with representative users
- ✦ Gathered feedback from users through surveys and focus groups in order to improve the product's usability.

2020 - 2018

Head of Design

Dec 2020 - Oct 2019
Leanpitch

- ✦ Launched **Leanpitch Mobile App**
- ✦ User research to understand the needs, behaviors, and pain points of our target audience

UX Lead

Oct 2019 - Dec 2017
Leangears & Startup Planner

- ✦ Thorough analysis of how this new product can satisfy market needs and consumer preferences
- ✦ Crafted personas and Journey maps to communicate insights
- ✦ Analysed and extracted information from user insights and translated them into actionable recommendations for the Dev team

2018 - 2016

- ✦ Modified and revised the product design based on user research data, current trends, and market conditions

Lead UI-UX Designer

Oct 2017 - Jun 2017
GetMyUni

- ✦ Revamped the platform end to end both for desktop and mobile

2016 -2014

Associate Software Engineer

Apr 2017 - Jun 2014
TCS