

PRANAV SRINIVASAN

pranavs2023@gmail.com

UX DESIGNER • FRONTEND DEVELOPER • PRODUCT THINKER

Portfolio: pranavsri.in

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UX designer with a computer applications background, focused on user research, interaction design, and prototyping. Bridges user needs with technical feasibility to create intuitive, accessible digital experiences.

EXPERIENCE

Digital Content Associate, Intern

Jun - Jul 2025

HealthOne Cloud • Remote

- Audited site navigation and information architecture; conducted competitor UX research to guide redesign.
- Redesigned webpages using CMS and custom code, simplifying user flows and improving content clarity.
- Created digital content to strengthen brand presence across web and LinkedIn.

Content Creator, Intern

Apr - May 2025

FitPet • Chennai, India

- Produced video and visual content for pet rehabilitation services; iterated based on performance insights.
- Planned content initiatives using engagement data to drive audience growth.

PROJECTS

SoundCloud Redesign

2026

Inspo AI Designathon – 2nd Place

- Reimagined SoundCloud to restore its underground identity while modernising navigation and layout.
- Built a complete visual system from scratch using Inspo AI features and WCAG Design Audit.

VitalStep, AI Mental Health Platform

Jan - Mar 2025

Christ University, Bangalore

- Designed and developed a secure AI-powered platform for counsellors and patients.
- Features: appointment scheduling, telehealth, session notes, self-assessment, and resource sharing.

FarmInsight360, AgriTech Web App

Jan - Mar 2024

Christ University, Bangalore

- Built a QR-based crop data management platform bridging consumers, producers, and retailers.
- Integrated ML image analysis (k-NN, SVM, ANN) for fruit quality classification.
- Research published at IEEE ICTACS-2024 International Conference (Jan 2025).

VOLUNTEERING

Personnel Coordinator

Sep 2022 - Mar 2025

Let Us Dream Organization

- Supported structured workshops and programmes for underserved students over 2.5 years.
- Coordinated with students and families; gathered feedback and tracked individual progress.

UI/UX Workshop Co-organizer

Nov 2024

App Craft, Quasar 25 - MIT Institute of Design

- Prepared foundational design systems, Figma files, and task flows to enable immediate participant collaboration.

EDUCATION

M.Des – User Experience Design

MIT Institute of Design, Pune

Jul 2025 - Expected 2027

B.C.A – Computer Applications

Christ University, Bangalore

Jun 2022 - May 2025

SKILLS

DESIGN & UX

Figma, Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, User Flows, Design Systems, WCAG

TECHNICAL

HTML, CSS, JavaScript, Python, MySQL, Machine Learning, Photoshop, Illustrator, Blender

AI TOOLS

ChatGPT, Claude, NotebookLM, Figma Make, Adobe Firefly, Google Stitch, Maze, Inspo AI

COLLABORATION

Notion, Miro, Slack, Trello

CERTIFICATIONS

Agile Scrum Certification

Infosys Springboard

Strategic & Experience Design

BCG Job Simulation (Forage)

2026 Agentblazer Champion

Salesforce

AWS Cloud Practitioner Essentials

Amazon

ACHIEVEMENTS

2nd Place – Inspo AI Designathon

SoundCloud Redesign • 2026

IEEE Publication – ICTACS-2024

Revolutionizing Agriculture: Innovations in Transparency, Traceability, and Quality Assessment • 2025

FigBuild 2026 Participant

Figma-led design hackathon • 2026