Pratheek Irvathur
UX Designer

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I'm a user experience designer who makes and optimizes products and systems.

I have solved for end to end design needs ranging from research to implementation and successfully lead design and development of products in the enterprise and retail segment.

Work Experience

NLMatics, New York
UX Designer, *Dec 2019-Apr 2021*

- Worked as a core team member and lead designer of the flagship product, collaborating closely with product managers, developers and other stakeholders to grow the product from MVP to MMR over the course of 1 year.
- Created solutions for simplifying enterprise search and analyzing search results using modular design, reducing task completion time for core tasks by ~66%.
- Conducted user research, market studies and testing sessions that informed ~75% of the product features.
- Conceptualized and developed the design library for the brand and product.
- Advocated for user research and feedback, adoption of accessibility standards and sufficient testing.
- Ran regular design audits, workshops and design sprints with the team in an agile environment.

Adbhut Textile Pvt. Ltd.
Lead UX Designer, *Apr 2013-May 2018*

Worked as a full stack designer, collaborating closely with end users, developers and management teams to develop a digital ecosystem for an end user base of over 1 million

- Conducted user and market research that helped diagnose over 80% of the pain points reported by stakeholders
- Created product workflows and features that increased KPIs by a factor of 1.6 by helping users visually identify errors in production process

J. Walter Thompson Worldwide, Bengaluru
Design Intern, *Jan 2012-Mar 2012*

- Learnt best practices for design handoff, rapid prototyping, study and brief development, working on accounts for Nike and WHO.
- Created wireframes and mockups of websites for leading apparel brands and news agencies.

Academic work experience

Parsons School of Design, New York
Research Assistant, *Jan 2019-May 2019*

- Employed ethnographic research, regression analysis and data scraping to identify healthcare needs in NYC neighborhoods which if addressed could lower their incarceration rate by 12%.
- Designed and developed data visualizations and a web experience using d3 and QGIS to advocate the findings to key stakeholders.

Teaching Assistant, *Jan 2018-May 2018*

Worked with undergraduate BFA students to coach them on web development using HTML, CSS and JS with a focus on usability and accessibility principles.

Skills

Product development
- Experienced with both *Agile and waterfall methods.*
- Fluent in *Mural, Jira, Miro, Notion, Clubhouse, Design workshops.*

Prototyping
- Fluent in *Balsamiq, Invision, Adobe XD, Figma, Microsoft Azure, Sketch, Adobe Creative Suite(Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)*

Research and Testing
- Design research using *interviews, ethnographic study, participatory design, focus groups, moderated and unmoderated studies.*
- Quantitative and qualitative testing using *Guerilla testing, lab studies, contextual interviews, unmoderated studies.*

Development
- Fluent in *HTML, CSS* experienced with *JS, Java and Python.*
- Familiar with using machine learning libraries like *tensorflow, keras, ML5 and pytorch.*
- Highly skilled in *physical computing*

Soft Skills
- Team player & quick learner.
- Passionate about advocating for and empathizing with all stakeholders.
- Effectively communicates to teams at various levels.

Education

Parson's School of Design , New York
MFA (Design & Technology), *2019*

National Institute of Design
M.Des (Graphic Design), *2016*

Visvesvaraya Technological University, Belgaum
B.E. (Mechanical Engineering), *2012*

Other work

GlogauAIR, Berlin *2016*
Gallery show on the theme of cognitive biases

Ministry of Health & Welfare, India *2016*
Designed and developed an application to crowdsource data to track and model H1N1 influenza.

Interests

Robotics, Machine Learning, Cognitive Science, Math.