Pranav Anilkumar

UI/UX and Product Designer · Dubai, UAE
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PROFILE

Product designer who has shipped two live mobile apps used daily by logistics riders and consumers in the UAE. Skilled at translating complex workflows into clean, accessible interfaces across iOS and Android using Figma and Framer, with UAE market fluency including RTL/Arabic interface design.

EXPERIENCE

Product Designer (Contract) · Jeebly LLC Sep 2025 – Feb 2026

JNoW Consumer App — End-to-end logistics platform

Redesigned full mobile app for local/international deliveries; reduced core task steps by 30% through streamlined navigation and flattened information hierarchy.

Rebuilt order management and service-selection flows; conducted A/B testing on key conversion screens, reducing user drop-off by 20%. Integrated Jeebly Pay UI with consistent brand language across 12+ screens, achieving zero design QA rejections. Delivered WCAG 2.1 AA-compliant components and a scalable design system adopted by the dev team.

Jeebly Rider App — Internal ops tool for delivery fleet

Designed a complete rider-facing app from zero — covering payslips, leave requests, training modules, inventory tracking, and an integrated help desk.

Ran 3 rounds of usability testing with actual riders; simplified task completion from 5 taps to 2 for high-frequency actions. Built accessible, low-cognitive-load interface for non-technical users with limited digital literacy.

Performed negative testing across edge cases — empty states, error flows, and offline scenarios — ensuring interface stability for low connectivity users.

SELF - INITIATED PROJECTS

Talabat Pro — Redesign Case Study — Figma · RTL/Arabic UI

Unsolicited redesign of the Talabat Pro merchant experience, including a dedicated RTL/Arabic interface screen; published as a case study and shared for design community feedback.

Habit-Breaking App — Figma · Framer · UX Research

Designed a youth-focused smoking cessation app; gamified streak system and personalized milestone tracking increased prototype session retention by 40%.

Reheated — Food Sustainability App — Figma · Service Design

Designed a marketplace connecting restaurants and consumers to redistribute surplus food; mapped a full service blueprint covering restaurant dashboard, consumer checkout, and delivery partner integration.

Array — Subscription Manager App — Figma · Interaction Design

Designed a unified subscription dashboard with smart notifications, reducing cognitive overhead of managing multiple recurring payments through a single-screen overview with usage analytics.

SKILLS & TOOLS

Design — UI/UX Design · Product Design · Wireframing · Prototyping · Design Systems · Usability Testing · User Research · Information Architecture · Mobile-first Design · Heuristic Evaluation · A/B Testing · Negative Testing · WCAG 2.1 AA · Accessibility · Brand Design · RTL / Arabic Interface Design

Tools — Figma · Framer · Adobe Creative Suite (Ps, Ai, Id) · Canva · Miro · iOS · Android

Soft Skills — Cross-functional collaboration · Stakeholder presentations · Iterative design thinking · AI-assisted design workflows

Languages — English · Hindi · Malayalam (all Fluent)

CERTIFICATIONS

AI Fluency : Framework and Foundations (Anthropic 2026)

EDUCATION

BA (Hons) Digital Media & Communication — Upper Second Class (2:1) 2025 Middlesex University Dubai
Relevant coursework: UI/UX Design, Interaction Design, Digital Media Production