

Dr Vrinda Prajapati

UX researcher & designer | Ph.D IIT Kharagpur

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UX Researcher & Designer with 4+ years of experience designing B2B and B2C SaaS products, specializing in usability evaluation, AI-assisted UX workflows, and data-driven design decisions. Proven ability to translate complex research insights into development-ready, scalable product experiences.

WORK EXPERIENCE

CX DESIGNER

Arctera (Now Cloud Software Group) | July 2025 - Present

- Designed, built, and tested Custom GPT-based AI agents to automate PURE (Practical Usability Rating by Experts) testing, reducing evaluation time from ~1 hour to under 10 seconds.
- Conducted PURE usability evaluations, UX audits and user interviews to identify ui/ux issues.
- Conceptualized and prototyped multi-expert, competency-based AI agent use cases using Figma Make and ChatGPT..

UX DESIGNER

Stackfusion Pvt. Ltd. | Apr 2024 - June 2025

- Led the end to end design strategy and execution for all digital products: Role based smart parking management Dashboard, POS Android App for on-site operators, and LED TV Display Systems.
- Created design assets like Email templates, presentations, illustrations, and custom micro-animations.
- Collaborated cross-functionally with a 10 member team consistently meeting tight deadlines.
- Improved user flows driven by usability and A/B testing results leading to a reduction in support queries by 60%.

FREELANCE UX DESIGNER

(Fiverr), Remote | Apr 2021 – Mar 2024

- Worked with 20+ international clients across diverse sectors (tech, hospitality, social platforms) to translate business needs into beautiful user experiences including POCs and MVPs for stakeholders.
- Provided UX consultation & led end-to-end product design with a track record of consistent 5-star client ratings.
- Conducted UX audit using Nielsen's heuristic evaluation to identify usability issues.

PHD SCHOLAR

Indian Institute of Technology (IIT kgp), Kharagpur | Jan 2018 – Dec 2023

- Created a novel automatic system for predicting a person's Emotional Intelligence (EI) level with an accuracy of 84%.
- Designed an intuitive digital setup that maintains data integrity & ensures natural emotional responses.
- Mentored new PhD students, fostering a collaborative and knowledge-sharing environment.

RESEARCH INTERN (VR products)

Defence Research & Development Organization (DRDO), Delhi | Jun 2017 – Dec 2017

- Researched VR vs. real-world performance to optimize interaction design in VR games.
- Designed game environments, mechanics, and UI/UX specifications, collaborating closely with developers for seamless execution.
- Conducted psychometric assessments using tools like PEBL and Inquisit5 and performed statistical analysis using SPSS.
- Trained and mentored new interns.

EDUCATION

PhD, Emotional Intelligence

Indian Institute of Technology (IIT), Kharagpur | Jan 2018 – Dec 2023

Dept.: Advanced Technology Development Centre (ATDC)

TRAININGS & CERTIFICATIONS

1. Using AI for UX Design and Research	Linkedin Learning	May 2025
2. Meta Front-End Developer Professional Certificate	Coursera	Apr 2024
3. User Experience The ultimate guide to Usability and UX	Udemy	Aug 2020
4. UI/ UX design Training	Internshala	Jun 2020
5. User Research-Methods & Best practices	Interaction Design Foundation (IDF)	Aug 2019
6. Human Computer Interaction	Interaction Design Foundation (IDF)	May 2019
7. User Experience - The Beginner’s guide	Interaction Design Foundation (IDF)	Apr 2019
8. Become a UX designer from scratch	Interaction Design Foundation (IDF)	Apr 2019

SKILLS

Design skills: User research, Design research, Design thinking, Market research, User interface (UI) design, User experience (UX) design, Information architecture, Interaction design, Usability testing, Wireframing, Prototyping, Visual design, UX audit, Statistical analysis, Responsive design, Data driven design, Digital Product design, Customer Experience (CX) design, User flows, Lean UX, Heuristic analysis, Iterative design, Design system, Component libraries, UX documentation, Accessibility, GenAI

Tools: Figma, Adobe XD, Framer, Wix, Miro, Figma to code AI tools (Anima, Locofy), Basic understanding of front-end (HTML, CSS), SPSS, G-suite, Canva, Adobe Suite, Balsamiq, Lottielabs, Linearity Curve and Move

Soft skills: Problem-solving, Empathy, Attention to detail, Creativity, Critical thinking, Collaboration, and Communication

PROFILE LINKS

Portfolio: <https://drvrendaproductdesigner.framer.website/>

Behance: <https://www.behance.net/vrindaprajapati>

Linkedin: <https://www.linkedin.com/in/dr-vrinda-prajapati-970526113/>

Medium: <https://medium.com/@vrinda.2105>

Research Papers: <https://scholar.google.com/citations?user=miBnURcAAAAJ&hl=en&authuser=2>

OTHER ACHIEVEMENTS

- Selected for Summer research fellowship program 2016 by Indian Institute of Science (IISc) - April to June 2016
- Gold and silver medal winner in Intercollege Badminton
- Choreographer and Dancer for college dances