

Pragyan Chaudhary

PRODUCT DESIGNER

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ABOUT

UI/UX Designer with a Brand Identity background and 2.5+ years of visual design experience, crafting identity systems and digital interfaces that communicate with clarity and intent.

EDUCATION

B.A. English Honours

2023 – 2026

Pt. Neki Ram Sharma Govt. College, MDU University, Rohtak

PROFESSIONAL EXPERIENCE

Freelance Brand Identity Designer

Self-Employed · Independent

Remote, India

- Designed 12+ visual identity systems for small businesses and personal brands across India, including logos, color systems, and typography hierarchies built for long-term brand consistency and recognition.
- Managed end-to-end client engagements like brief intake, concept development, iterative feedback, and final delivery with zero formal oversight.
- Developed brand guidelines and asset libraries that allowed clients to maintain visual consistency across digital and print touchpoints independently.

UX Design Practice

2026 - Present

Self Directed · Case Studies & Coursework

India

- Completed the Google UX Design Professional Certificate on Coursera - user research, empathy mapping, wireframing, prototyping, and usability testing.
 - Building end-to-end UX case studies by applying the full design thinking process: discover, define, ideate, prototype, and test.
 - Practicing UI design in Figma: high-fidelity mockups, component libraries, interactive prototypes for mobile and web.
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SKILLS

UX Methods

User Research · Empathy Mapping · Wireframing · Prototyping · Usability Testing · Information Architecture · Design Thinking

Design

Visual Design · Brand Identity · Typography Systems · Colour Theory · Design Systems · UI Design

Tools

Figma · Framer · Adobe Illustrator · Adobe Photoshop · Notion

Soft Skills

Critical Thinking · Problem Framing · Client Communication · Design Documentation

CERTIFICATIONS

Google UX design course

Google · Coursera