

S Jeffrey Praveen

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Education

PG Diploma, Interaction Design (UX/UI)

Pearl Academy

2021 – 2023 | Bengaluru

B.Tech, Mechanical Engineering

Karunya Institute Of Technology And Sciences

2016 – 2020 | Coimbatore

Skill

Product Design : Product Discovery · Interaction Design · Complex Workflows · Design Systems · Prototyping

Research : User Research · Usability Testing · Task Analysis · Competitive Analysis

Product Thinking : Problem Framing · MVP Scoping · Requirements Analysis · Stakeholder Alignment

Technical : API Analysis · Vendor Integrations · Technical Feasibility

Tools

Figma · Jira · Miro · Airtable · Postman · Adobe CS · Claude · Antigravity · Stitch

Patent

Indian Patent No : 202041019684

An escalator for lifting the elderly or physically challenged person from ground level.

Experience

The Reward Store - Senior Product Designer

Bengaluru · Aug 2024 – Present

Promoted From Product Designer, Apr 2025

- Lead Product Designer for Storefront, evolving it into an employee engagement platform.
- Designed Flight & Bus Booking from the ground up, translating vendor APIs and business rules into scalable UX.
- Designed 10+ product experiences and 8+ complex workflows across rewards, campaigns, and employee management.
- Led product research and competitive analysis to shape product direction and MVPs.
- Built and maintained the Sunshine Design System across products.
- Improved design-engineering handoffs and introduced AI-assisted prototyping.

IBM - User Researcher / UX Intern

Kochi · Jan 2023 – Apr 2024

- Ran usability testing and task analysis to shape product and design decisions on unreleased products.
- Conducted a procurement task analysis study across Europe and APAC that shaped what watsonx Orchestrate automated.

Karmaalab - UI/UX Design Intern

Bengaluru · Jun 2022 – Sep 2022

Fixed incomplete user flows with development and leadership to deliver better end-to-end experiences under tight timelines.

Amazon - Customer Service Associate

Coimbatore · Aug 2020 – Mar 2021

Resolved customer issues and surfaced recurring problems to improve overall customer experience.