

Prachi Gujare - User Experience Designer

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ABOUT ME

It's been 5 years I have been working on B2B, B2C and Enterprise design solutions. I have helped in core product strategy development, with my strategic decision making skill. What I love about UX is having opportunity of collaborative problem-solving which results positive impact on people's life

SKILLS

User Research | Usability Testing | Wireframing & Prototyping | Interaction Design | Design Systems | Information Architecture | User Journey Mapping | A/B Testing | Cross-functional Collaboration | Design Thinking

SOFTWARE STACK

Figma | Figma Make | Framer | Claude | GitHub | Adobe creative suite | Notion | Jira | Mural | FigJam

PORTFOLIO

IBM - Chief data office

November 2025 - Present

Multidisciplinary Designer

As a part of Chief data office design team, I have helped in improving experience for the Enterprise Performance Management tool and its AI. Facilitated design workshops and developed promotional websites to support product launches and drive stakeholder alignment.

- **EPM AI platform:** Drove UX strategy for an Enterprise Performance Management (EPM) AI platform, building the product from 0→1; led user research and established reusable design patterns for AI-driven experiences, in close collaboration with cross-functional design and product teams.
- **Data tool platform:** Enhanced discoverability of internal data tools and AI models for IBMers by redesigning the Data Tool Platform experience, improving how employees find and adopt internal resources.

IBM - Software labs

May 2024 - November 2025

UI/UX Designer

As part of a growing Data and AI platform specialising in data collection, transformation and organisation, my role involves designing a data transformation tool to organise and convert data effectively. I focus on design diverse features that empower users to optimise the tool for maximum efficiency.

I helped in:

- **User Conversions:** Facilitated potential customers in understanding the platform through marketing websites and product walkthroughs, driving their conversion into active users.
- **Global Search Feature:** Developed a robust global search functionality within the platform, accommodating various constraints to enhance usability and efficiency.
- **Platform Integration:** Played a key role in integrating an IBM-acquired platform with the data transformation tool, leveraging AI to help users identify and address data transformation errors effectively.

UI/UX Designer

Applied problem-solving skills across various domains, collaborating closely with cross-functional teams in a 360-degree role encompassing research, user interviews, high-fidelity screen design, and user testing.

- **Fintech** - Designed intuitive solutions for India's largest mutual fund investment company by simplifying complex workflows and creating an all-inclusive website tailored to the needs of target users. Also, enhanced engagement for one of India's leading lending platforms by designing an interactive engagement module to increase user interaction with the app.
- **E-commerce** - Contributed to India's first super-app, enabling users to access everything from daily necessities to booking flights and purchasing insurance. Designed user journeys for various verticals (SLPs), including optimising order journeys for improved user experience and conversion rates.
- **SAAS**- Spearheaded the design of a talent allocation SaaS product, overseeing the end-to-end design process and maintaining quality with the support of a single intern. Delivered a seamless user experience while ensuring design quality and operational efficiency.

*Pivotroots**Feb 2021 - Aug 2021***Visual Designer**

- Created captivating visuals for social media and landing pages
- Optimised landing pages for enhanced user experiences and conversions
- Collaborated with cross-functional teams to achieve project goals
- Managed multiple projects with attention to detail and deadlines

*Dot Media Solutions**Nov 2019 - Feb 2020***Visual Design Intern**

- Conceptualising and executing creative ideas for social media campaigns
- Supported the team in maintaining a consistent and visually appealing social media presence
- Contributed to design critiques, offering constructive feedback
- Developed skills in design collaboration and brand representation

EDUCATION

Ramnaraian Ruia college of Arts and Science

Bachelor's in Mass Media

CERTIFICATES

- Google UX Design Professional Certificate

ACHIEVEMENTS

Shining star of the year - 2023

Lemone Yellow LLP