

S JEFFREY PRAVEEN

Senior Product Designer

Bengaluru, India | +91 7708907423 | jeffreypraveens@gmail.com | [linkedin.com/in/s-jeffrey-praveen-61505613a/](https://www.linkedin.com/in/s-jeffrey-praveen-61505613a/)
| jeffreypraveen.com

PROFESSIONAL SUMMARY

Senior Product Designer who designs complex B2B SaaS products end to end from research and discovery through interaction design, prototyping, and design systems turning ambiguous business and technical requirements into clear, scalable experiences. At The Reward Store I lead design across employee engagement, rewards, travel, payments, and commerce, working closely with product managers, engineering, vendors, and business stakeholders, and I bring systems thinking to problems most designers treat as screens. Previously a user researcher at IBM, with a foundation in usability testing, task analysis and early stage product research.

CORE COMPETENCIES

Product Design: Product Discovery · UX Strategy · Interaction Design · Complex Workflows · Information Architecture · Design Systems · Prototyping · Wireframing · Responsive Design

Research: User Research · Usability Testing · User Interviews · Task Analysis · Competitive Analysis · Design Workshops

Product Thinking: Problem Framing · Requirements Analysis · Feature Definition · MVP Scoping · Stakeholder Alignment · Business & Technical Constraints

Technical: API Analysis · Vendor Integrations · Technical Feasibility · System Architecture Basics · Postman

Tools: Figma · Jira · Miro · Airtable · Postman · Adobe Creative Suite · Claude · Antigravity · Stitch

PROFESSIONAL EXPERIENCE

Senior Product Designer - The Reward Store (A Vananam Company) Aug 2024 – Present

Bengaluru, India · Promoted from Product Designer to Senior Product Designer (Design Strategy), Apr 2025

- Lead Product Designer for the Storefront, evolving it from a transactional gift card store into a broader employee engagement and loyalty platform.
- Designed Flight Booking and Bus Booking from the ground up translating vendor APIs, business rules, and technical constraints into user journeys, interaction flows, and scalable UI.
- Designed 10+ new product experiences including Offers, Merchandise, Activity Wall, Landing Pages, User Profiles, Microsites, Apple Store, and Bulk Bill Payments.
- Designed 8+ complex Client Panel workflows including employee management and configuration system, Automated Rewards, Campaigns, Sub Accounts, Quick Applaud, and Activity Logs.
- Ran discovery research across Landing Pages & Perks, Microsites, Tier & Benefits, and Activity Wall to identify user needs and shape product direction; ran competitive analysis across loyalty and recognition platforms to inform structure, MVP scope, and prioritization.
- Created and maintained the Sunshine Design System, extending the Minimal UI framework into a scalable system used across multiple products and complex journeys.

- Introduced structured design to engineering handoffs and KT sessions, improving implementation clarity and reducing rework and QA ambiguity.
- Used AI assisted prototyping (Antigravity, Claude, Stitch) to rapidly explore complex interactions such as flight/bus seat maps and merchandise workflows.
- Produced vendor approval and sales enablement assets supporting new integrations across Apple, BBPS, and Japan market vendors; mentored and upskilled 4+ team members across design execution, web design, brand, and stakeholder communication.

User Researcher / UX Design Intern - IBM Jan 2023 – Apr 2024

Bengaluru, India · watsonx Orchestrate & watsonx Code Assistant

- Ran task analysis and usability testing to identify user pain points and inform product and design decisions on an unreleased product.
- Conducted a procurement industry task analysis study across Europe and APAC, interviewing procurement professionals to map their tools and repetitive daily tasks, which shaped what watsonx Orchestrate chose to automate.
- Partnered with PMs, designers, SMEs, and leadership to validate product market fit; facilitated a cross functional workshop on survey based research methods for design, development, and product teams.

UI / UX Design Intern - Karmaalab Jun 2022 – Sep 2022

- Partnered with development and leadership to identify incomplete user flows and deliver improved end to end experiences under tight timelines.

Customer Service Associate - Amazon Aug 2020 – Mar 2021

- Resolved customer issues while identifying recurring problems and opportunities to improve customer experience and satisfaction.

EDUCATION

PG Professional Diploma in Interaction Design (UX / UI) 2021 – 2023

Pearl Academy, Bengaluru

B.Tech in Mechanical Engineering 2016 – 2020

Karunya Institute of Technology and Sciences, Coimbatore

PATENT

- **Inventor Indian Patent Application 202041019684.** “An Escalator for Lifting the Elderly or Physically Challenged Person from Ground Level.”