

# Pallavi Nayak

Product Designer | "Every click matters!"

## CONTACT & WORK

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- Pune | Bengaluru
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## SKILLS

- User Research
- Product Strategy Discussions
- Competitive Analysis
- Heuristic Analysis
- Information Architecture
- Wireframing
- Interaction Design & Prototyping
- Visual Design & Animations
- Accessible Design
- Usability Testing
- Content Strategy & UX Writing
- Design Systems
- Cross-Functional Collaboration
- Ethical Design Considerations
- Basic HTML & CSS

## TOOLS

- Figma, Adobe XD
- Adobe Suite
- ChatGPT, Dall E, & other AI tools

## ACCOMPLISHMENTS

- [Paris Design Award](#)  
Aug 2024
- Best Performer of the Quarter  
Oct - Dec 2024

## EDUCATION

2020 : Bachelor of Architecture  
Pune University (Savitribai Phule  
Pune University)

## PROFILE

Driving product success through UX innovation, system thinking, and design execution that translates into real business impact.

## WORK EXPERIENCE

### Jun 2024 - Present | Product Designer

PharmEasy, Bengaluru

- Driving end-to-end product design for Thyrocare's diagnostics ecosystem, focusing on B2B and B2C experiences.
- Optimizing internal tools for labs, phlebotomists, and admin, streamlining workflows previously reliant on offline registers and legacy systems.
- Revamping B2B processes, reducing clicks by 30% to enhance efficiency and user experience.
- Contributing to the design system, ensuring consistency and scalability across platforms.

### Sep 2022 - Jun 2024 | User Experience Designer

NetBramha Studios, Bengaluru

- Led redesigns for EdTech & InsurTech platforms, improving scalability & decision speed.
- Restructured a B2B SaaS platform, refining customer loyalty management.
- Designed an admin portal for a global wealth manager, optimizing workflows while maintaining 99% system reliability.
- Improved processes, boosting cross-team collaboration by 30%.

### May 2022 - Sep 2022 | User Experience Designer

Redd, Bengaluru (acquired by NetBramha Studios)

- Designed intuitive Web3 apps & wallets, integrating blockchain seamlessly for secure, user-friendly experiences.
- Enhanced product visibility through refined marketing collateral and contributed to a Web3 product rebrand.

### Feb 2021 - Apr 2022 | Sr. Content Designer

Half Eaten Donut Pvt. Ltd., Bengaluru

- Developed content and copy for Social Media creatives and Print design and managed a portfolio of over 10 clients.
- Maintained strong client relations, achieving a nearly 50% client return rate.

### Sep 2020 - Jan 2021 | Content Designer

Half Eaten Donut Pvt. Ltd., Bengaluru

- Core graphic designer, video editor, and social media manager for 4+ clients.

### May 2019 - Nov 2019 | Architectural Intern

Total Environment Building Systems, Bengaluru

- Created architectural drawings, facade designs, and renders, contributing to a competition-finalist commercial building design.