

PRATIK RAJ

User Experience
Designer

Contact

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Education

Master of Design, Universal Design
National Institute of Design
2015 - 2018

B.Tech., Mechanical Engineering
IIIT Jabalpur
2011 - 2015

Core Competencies

- User Research & Analysis
- Wireframing & Prototyping
- User Interface (UI) Design
- Usability Testing & Heuristic Evaluation
- Information Architecture (IA)
- Interaction Design
- Design Systems & Accessibility Standards
- Generative AI Integration
- Cross-functional Collaboration

Professional Experience

Feb, 2022
-
Present

User Experience Design Specialist

SAP Ariba, Bangalore

- Led the end-to-end design of the **Extensibility Portal**, enabling customers to customize SAP Procurement applications without code changes, leveraging **Generative AI** to suggest best practices and guide users.
- Spearheaded the redesign of **Smart Forms**, an enterprise-level tool for form creation and data input across SAP applications, improving usability and efficiency.
- Designed the user experience for Policy Manager, an internal tool for creating and managing policies and rules across SAP applications, catering to multiple admin roles.
- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, to ensure seamless implementation of design solutions.

Dec, 2020
-
Feb, 2022

User Experience Designer

Nextuple Inc., Bangalore

- Designed the following data-driven, cloud-native SaaS solutions for global retail chains, including Kohl's, Party City, and Dollar General, focusing on retail fulfillment solutions like same-day delivery, next-day delivery, and curbside pickup.
 - **Route Definition:** Designed a dynamic route planning interface with real-time adjustments, boosting efficiency in logistics operations.
 - **Driver App:** Built a driver-centric app for trip management, schedules, and status updates, enhancing communication and usability.

Oct, 2019
-
Dec, 2020

User Experience Lead, Innovation and Research

Aster DM Healthcare, Bangalore

- Designed and implemented a **Tele-consultation workflow** to address the COVID-19 pandemic, collaborating with **Google X** to develop an AI-driven sustainable system.
- Launched a **mental health support application** in collaboration with third-party providers, targeting an audience of 100 million users.
- Evaluated healthcare solution providers for usability, adaptability, and sustainability through extensive **user research and design evaluation**.
- Mentored startups in **AI, cognitive psychology, blockchain**, and IoT through the **xHealth Innovation Labs initiative**.

Aug, 2018
-
Oct, 2019

Design Engineer

Forus Health Pvt. Ltd., Bangalore

- Designed a **fundus camera** for the **European and American** markets, focusing on industrial and mechanical design.
- Developed an **application-based solution** for school-going children suffering from **Age-Related Macular Degeneration (AMRD)**.

Awards and Patents

Granted Patents

- "Clog-Free Easy Drain Sink" (Patent No. 406046)
- "Handheld Device for Self Vision Testing" (Patent No. 500943)
- **Gandhiyan Young Technological Innovation Award 2015** at the **Rashtrapati Bhawan, New Delhi**