Pragathi Balasubramanian

UX / UI Designer

Brooklyn, NY • 617-943-4972 • bpragathi@gmail.com • [Portfolio](#) • [Linkedin](#)

UX designer with 9+ years of experience in tech. I thrive on listening in on user interviews and combing through data to extract new insights. With past experience in product management, I am efficient at prioritization and communication. My curiosity, and versatility drives me to build accessible technological experiences for diverse audiences.

SKILLS

UX Design • Information Architecture • Wireframing • Prototyping • User interviews • Surveys • Affinity mapping • User personas • Usability testing • Sketching • Data analysis • UI patterns • UX Writing • SaaS • HTML • CSS • JavaScript

EXPERIENCE

Sindano Health
UX Design Consultant | Manhattan, NY

Jan '23 – Feb '23

- Proposed a lead generation website targeted at the Mental Healthcare Centers who want to provide better care for their LGBTQ+ patient communities
- Collaborated with team members to conduct user interviews with prospective customers
- Led team members through lo-fi and hi-fi design iterations and delivered high fidelity desktop website designs that accommodated a variety of content (data, video, text, etc.) to our client

Second Pass Studios
Designer, Writer, Producer for Timewreck Tales | Seattle, WA

Jan '20 – Dec '20

- Built high-fidelity designs and a cohesive color palette for all player interactions
- Refined the design direction for the game in collaboration with the tech and engineering leads
- Wrote UX copy for the dialogue box, hero menu, combat and rest experiences

Luum
Technical Product Manager | Seattle, WA

Nov '20 – Dec '21

- Designed the first product dashboard that measured employee engagement
- Established the company's first usability studies to test and validate UX copy writing and designs
- Led design and copy explorations for a Fortune 10 client

Microsoft
Senior Product Manager | Seattle, WA

Aug '12 – Oct '19

- Conducted user interviews, performed card sorts and tree tests with my research counterpart to propose an updated website navigation system for the M365 Unified Endpoint Manager
- Delivered product-wide UI patterns and best practices by collaborating with designers, PMs and engineers
- Harnessed product usage statistics and led usability studies to propose an improved UI/UX design for the Windows Compatibility Center

EDUCATION

General Assembly | User Experience Design Immersive, Certificate of Completion | New York, NY   Feb 2023

Worcester Polytechnic Institute | Bachelor of Science, Computer Science | Worcester, MA   May 2012

TOOLS

Figma • PowerBI • Asana • Slack • Google suite • Teams • TFS Visual studio • Clickup • SharePoint

VOLUNTEER

Luum Diversity, Equity and Inclusion team • Intune Diversity ERG • Changemakers by AIGA

LANGUAGES

English • Telegu • Thai • Spanish • Tamil