



# PRANJALI MAHESHWARI

A **Product Designer** with an unexplainable thirst of researching about anything that meets the eye or the mind.

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🌐 PranjaliMaheshwari.com

## SKILLS

### Design

Photoshop  
Adobe XD  
Figma  
Mockplus

### Research

Prototyping  
Wireframing  
User Testing  
Competitor Analysis

### Programming

HTML  
CSS  
JavaScript  
React JS

### Soft Skills

Empathy  
Leadership  
Collaborative  
Conflict Resolution  
Effective Communication

## HOBBIES

Beatboxing  
Photography  
Hiking  
Tinkering with Technology  
Occasional Ukulele  
Sketching  
Cooking

## EXPERIENCE

January 2022  
current | **Accedo TV** | Connaught Place, Delhi  
Product Designer

- Focused on collaborating with the Singapore and APAC team.
- Designed Various Modules for Tata Play Mobile App (All Platforms)
- Designing for Android TV used in Tata Play Binge+ Set Top Box.
- Created and maintained Design Systems for various projects.
- Performed Research, Benchmarking and Testing for multiple projects.

September 2019  
January 2022 | **Sopra Steria India** | Noida, UP  
Software Engineer - UI Designer & Developer

1. Axway Noida Base Person (ANBP, Internal Tool)
  - Requirement gathering and analysis.
  - Generating design mockups.
  - Analysis and modifications on designs.
  - Created front end using React JS.
2. Axway - Automator
  - Asset and Module designing for new Web App.
  - Creating new WebUI modules based on old JavaGUI Analysis.
  - Maintenance and improvement of existing modules on WebUI.

August 2018  
August 2019 | **Sopra Steria India** | Noida, UP  
Engineer Trainee

- Worked on the mobile application "Syncplicity by Axway".
- Performed user centric testing for both Android and iOS platforms.
- Reported UI Defects and Glitches to the development team.

March 2017  
August 2018 | **BlackBirds Design** | Ghaziabad, UP  
Co-founder

- Co-founded a startup focused around merchandize designing and sales.
- Designed everything ranging from ad banners to product designing down to complete website design and overhaul.

February 2016  
August 2016 | **Paisawapas** | Delhi  
Graphic Designer

- Designed social media posts
- Designed website banners and graphics.
- Designed advertisements for new partners and offers.

January 2016  
August 2017 | **Paisawapas** | Delhi  
Content Executive

- Started with the role of a technical blogger Intern.
- Moved to managing of Blogging and Social Media teams.

## EDUCATION

July 2018 | **Inderprastha Engineering College** | AKTU  
B.Tech. (IT) - 75% (Hons.)

March 2014 | **Summer Fields School** | CBSE  
Class XII - 76.8%

## EXTRA CURRICULAR

May 2021 | **Axway Got Talent** | International  
- Achieved 1<sup>st</sup> position among all the Axway employees across the globe.

**Sopra Steria Rewards and Recognition** | Noida, UP  
- Received Spot and Falcon Award for both individual and team work.

**Woof Lovers Trust** | Greater Noida, UP & Imphal, Manipur  
- Active supporter and volunteer for Non Profit Organization focused towards welfare of dogs