Pranita Lokinendi

pranitaloki.com
linkedin.com/in/pranitalokinendi
pranita98@gmail.com
774 - 262 - 4911

Skills

Product Design
UI/UX Design
Interaction Design
Visual Design
User Research
Wireframing`
Usability Testing
Rapid Prototyping
Animation
Brand and Identity
Data Visualization
Info Architecture
HTML/CSS

Tools

Sketch	Photoshop
Figma	Illustrator
Invision	After Effects
Zeplin	InDesign
Github	Premiere

Education

Northeastern University
Boston, MA – 2016 to 2020
BFA in Interaction Design

Experience

UI/UX Designer, Cogo Labs
Internship June 2019 to August 2019 – Cambridge, MA

Led design for a large variety of experimental product features, microsites, and tools for a top incubator in Cambridge

- Enabled rapid iteration of incubator experiments by independently designing entire brands and coding microsites to launch
- Conducted user interviews and analyzed user testing data around team collaboration
- Designed features for custom collaboration tool based on research
- Iterated on designs with 5-person engineering team to launch tool for weekly usage for an overall team of 100

UI/UX Designer, Grubhub Inc.
Co-op July 2018 to December 2018 – Boston, MA

Designed interface visuals surrounding the creation, launch, and updates of custom branded iOS and Android applications for restaurant chain clients

- Led design of a custom mobile application for Frutta Bowls, a cafe chain with 40+ locations, allowing customers to order ahead and to earn rewards (current 4.9 star rating on App Store from 1,500+ reviewers)
- Supported 25+ app launches by coding and designing custom marketing materials viewed by thousands of users daily
- Implemented consistent visual language throughout client deliverables, including high fidelity mockups of 300+ screens across 20+ applications

Product Designer, Parade Events
March 2018 to March 2020 – Boston, MA

Spearheaded design as a founding member of Parade, a mobile application designed to manage events on Northeastern's campus

- Designed and maintained end-to-end user experience, directly impacting 2000+ users and 190+ organizations
- Collaborated with engineers to ensure consistency between design and development, as well as with outreach specialists to communicate and develop brand and marketing strategy
- Received $3,600 grant from Khoury College of CS's Jelly Incubation Fund