

Raunak Jangid

Self-driven design professional with 5+ years of experience creating and delivering meaningful design solutions for various organizations ranging from small non-profits to large tech companies.

Experience

Pratt Institute, Brooklyn, New York
User Experience Designer

November 2020 - Present

- Enhanced the user experience and user interface of the [news website](#) for Pratt Institute through profound research and insights from stakeholders, directors, and developers; Growing unique page views by 34% and total numbers of visitors by 25%.
- Expanded and streamlined various school webpages within Pratt Institute to advance the user flow and information architecture.
- Collaborated with the creative teams to create various print and digital projects, including but not limited to digital publications, internal and external multi-channel promotional campaigns, social media assets, and fundraising materials.

Apple, Worldwide
Visual Designer

February 2021 - April 2021 (freelance)

Tankr, Pune, India
Visual Designer

October 2019 - December 2019 (freelance)

At Business, Mumbai, India
Visual Designer

July 2019 - December 2019

- Worked collaboratively with founders, strategists, and Researchers to create social media content for various brands worldwide.
- Assisted the creative director with concept and visual design for various brands to promote on social media channels.

The Sparks Farm, Bengaluru, India
Visual Designer

January 2019 - May 2019 (internship)

- Strategized and led the user interface design & visual design for [Yieldspace](#)(leading real estate investment digital platform in India); Increasing engagement by 43%.
- Headed the research and visual design process by consulting, studying, ideating, and delivering the whole branding system for [11Parsec](#)(design studio based in India).
- Led the development of concepts and designs, including digital ads, posters, and social media promotions for various brands across different platforms.

Schbang, Mumbai, India
User Experience Designer

June 2017 - August 2017 (internship)

- Optimized and enhanced the website of [Raw Pressery](#)(prominent health, food, and beverage brand in India) by operating in a collaborative process with directors, strategists, visual designers, and developers; Leading to 10M digital reach and 6x increase in retail sales.
- Worked closely and extensively with the stakeholders and the internal team to design the website for [Sonata SF watches](#)(major watch manufacturing company).
- Enhanced the user experience of [Hobby Ideas](#)(community to share DIY work) by generating insights from user research, unique user journeys, user interfaces, visual designs, and interactions; Resulting in 2,37,62,149 impressions, 16,278 contest entries, and INR 1,50,00,000(USD 17,611,425) sales.

Contact

raunakjangid.com
contact@raunakjangid.com
[LinkedIn/RaunakJangid](#)
(917)756-4320

Education

Pratt Institute
MSc Information
Experience Design
2020 - 2021(expected)

MITADT University
B.Des Graphic Design
2015 - 2019 / 3.3 GPA

Tools

Adobe Creative Suite,
Figma, InVision, Wix,
Webflow, HTML/CSS,
Google Analytics, Tableau,
Gephi, Carto

Skills

UI

Wireframes, Mockups,
Interactive Prototypes, User
Flows, Visual Design, Site
Maps, Responsive Design,
UI Graphics, Style Guides,
UI Animations, Iconography,
Typography, Layouting

UX

Usability Testing, A/B
Testing, Task Analysis &
Personas, User Stories,
Competitive Analysis, Card
Sorting, Journey Mapping,
Affinity Diagramming,
User Interviews, Surveys,
Heuristic Analysis, User
Journey, User Interviews,
Taxonomy, Tree Testing