Deepak Pradeep
Product Designer

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EXPERIENCE

UX Designer II, Amazon
JUN 2020 - PRESENT

Product Designer, Vivid Seats
JAN 2019 - JUN 2020
- Launched Ticket Upgrade feature as multivariate A/B test to upsell sports ticket inventory. Variants showed up to 9.7% GOV increase in 2 months ($14m YoY)
- Executed web checkout improvements as multivariate A/B test that led to 12.37% GOV increase ($300k) and 5096 checkout-led app installs in 2 weeks
- Launched Vivid Seats Rewards program updates to improve customer lifetime value. Worked on web, native app, and email platforms to optimize user flows
- Launched and maintained Voice of Customer program to collect in-the-moment customer feedback on web and app (Qualtrics XM)
- Maintained and updated design system and documentation

Sr Mobile UX Designer, Walgreens
NOV 2017 - JAN 2019
- Led redesign of Pharmacy Chat, Store Locator, and Photo Intelligent Auto Crop features on Walgreens iOS & Android app (4.8 star with >2.6m ratings on App Store). Performed UX research, facilitated design workshops, collaborated with product, engineering, customer service, and research teams
- Led UX/UI design of Store Services app on Android for Walgreens store employees which digitized inventory management, delivery tracking, and logistics for services offered through partnerships with FedEx and Kroger
- Led UX design of Healthcare Services Scheduler app for in-store iPads to let customers schedule Optical and Hearing appointments, and LabCorp lab tests

UI/UX Designer, Emerge Media
JUN 2016 - OCT 2017
- Led redesign of Translate.com iOS and Android apps which led to YoY increase in monthly active users on iOS by 116% and on Android by 350%
- Redesigned Translate.com Enterprise landing page and flow which increased YoY sales engagement by 220%

Programmer Analyst, Cognizant
OCT 2011 - APR 2015
- Led redesign of EPISTEME, an intranet platform used by 30,000+ employees for knowledge sharing. New design increased signups by 600% in 3 months
- Led design of Mint suite of products for mobile app testing and infrastructure

EDUCATION

M.S., HCI, *DePaul University*
JUN 2015 - MAR 2017
4.0 CGPA

B.S., Computer Applications, *SRM University*
JUN 2008 - MAY 2011
3.95 CGPA

SKILLS & TOOLS
UI Design
Rapid Prototyping
Contextual Inquiry
User Testing
Journey Mapping
A/B Testing
Agile Workflow
Sketch
Axure
InVision
Adobe CC
Abstract
Zeplin
HTML5/CSS3
jQuery
JIRA, Confluence
Git

LANGUAGES
English, Arabic, Hindi, Malayalam, Tamil