

Pradumna Balasure

Product Designer

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Portfolio: www.prxdy.design

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Experience

deMasters Creative Studio

UI/UX Designer

Aug 2025 - Present

UI/UX Intern

Jun 2025 - Jul 2025

Visual Design Intern

Dec 2024 - May 2025

- Designed 6+ products from discovery to Figma handoff, spanning a supermarket app, library management, public kiosks and project management software.
- Collaborated with 8+ clients across consumer and enterprise projects, translating requirements into user flows, wireframes and high-fidelity interfaces.
- Delivered 6+ brand identity projects, including logos, visual systems and brand guidelines.

Pixlab Media

Graphic Design Intern

Nov 2022 - Mar 2023

- Designed logos, brand identities and social media creatives, developing concepts through revisions to final client delivery.

Projects

The Digital Legacy | Memorial Kiosk

- Contributed research, information architecture, UI/UX and branding to a team project launched across eight offline, 32-inch kiosks at the R. S. Gavai memorial.
- Prioritised the life journey over supporting activities; designed Marathi, Hindi and English navigation with reading, audio, quiz and video routes.

Accord | Design Review Workspace

- Designed a desktop review flow connecting designers, studio leads and client approvers through contextual feedback, clarification and version comparison.
- Separated comment resolution from final approval, tying each approval and handover record to the exact design version.

Elevate U | Soft Skills Learning App

- Combined secondary research and one-to-one interviews to frame learner needs around cost, limited time, confidence and feedback.
- Designed onboarding, course discovery, practice uploads, mentor contact and progress tracking, with proposed AI assessment and personalised learning paths.

Skills

Design: User research, information architecture, user flows, wireframing, prototyping, UI design, mobile and web design, design systems, brand identity, developer handoff.

Tools: Figma, Adobe Creative Suite, Framer, Spline, Rive, Notion.

Education

Bachelor of Technology in Computer Science and Engineering | 2021 - 2025

J D College of Engineering and Management, Nagpur

Leadership

Rotaract Club of JDCOEM | Public Image Chair, Jul 2023 - Jul 2024; Sergeant at Arms, Jul 2024 - Jul 2025.