



# PRATEEK SHARMA

PRINCIPAL PRODUCT DESIGNER

- +91 - 9971816097
- designerprateeksharma@gmail.com
- www.prateeksharma.in
- Linked In

With over **13 years** of experience in digital product design, I currently serve as the Principal UX Designer at **CoreStack**, an AI-powered cloud governance platform that provides multi-cloud solutions for enterprises. I hold an MBA in Marketing and multiple certifications in UX design and user research, which enable me to deliver user-centered, data-driven designs. I specialize in collaborating with stakeholders to create intuitive, accessible products that align with business objectives, and I excel in transforming complex ideas into functional prototypes, wireframes, and screen flows across various platforms and domains.

## WORK EXPERIENCE

CoreStack  
2022 - Today



### Principal UX Designer

- Manage end-to-end product design, ensuring alignment with business goals while delivering superior user experiences.
- Conduct in-depth research and analyze user needs to create intuitive, user-friendly interfaces that enhance usability and engagement.
- Establish a **design system** to ensure UI consistency, standardize design processes, and reduce **50%** design time.
- Leading UX design for AI-driven experiences, enabling seamless assessment creation and execution, while working on core product bundles like assessment, FinOps, and SecOps for multi-cloud governance.

Freecharge  
2015 - 2022



### Principal Product Designer

- Defined the UI and UX to improve the experience for the Freecharge app and website, focusing on key financial flows, including recharge, bill payments, mutual funds, rental payments, and UPI transactions.
- Created a robust **design system**, reducing design time and improving consistency across platforms.
- Managed and mentored a cross-functional team to deliver end-to-end design solutions, including the **Axis Bank** merchant payment flow dashboard.

### Lead Product Designer

Led & Created the design of multiple features for Freecharge app Such as Loan repayment flow, Axis Bank FASTag, Gift Card, Personal Loan.

### Senior Product Designer

Defined the UI/UX for the Freecharge **merchant app** and website along with the payment checkout flow, to enhance the overall user experience.

### Senior User Interface Designer

Defined the user interface for the **Snapdeal** e-commerce website and wallet flow to enhance the overall user experience.

Pulp Strategy  
01/2015 - 06/2015



### UI Designer

- Created the UX design for web, e-commerce, and mobile applications, delivering enhanced user experiences for clients.
- Successfully delivered the **Intel branding project** and the UI/UX for a cricket **game app**.

Dainik Jagran  
2015 - 2016



### UI/Web designer

As a UI Designer at a leading Jagran Group news organization, I crafted digital experiences across platforms, including the core website, microsites, and mobile apps for iOS, Android, Windows, and Symbian. I also contributed to visual identity through banner and creative design, enhancing user engagement and satisfaction.

## EDUCATION

MBA — 2017 - 2019  
Swami Vivekanand Subharti University

BA - Bachelor Of Arts — 2009 - 2021  
Delhi University

HCI — June 2020  
HUMAN-COMPUTER INTERACTION  
Interaction-design Foundation

## AWARDS

CoreStack  
• Award For Best UX Contributions

Freecharge - 4 Awards  
• Being Awesome - FC Warrior  
• Being Awesome - FreeCharge Warrior  
• Credit Ninja - FreeCharge Credit  
• Credit Ninja - Ninja-Trophy

Pulp Strategy  
• Best Performance Award

## SKILL

- User Research
- Empathy Map, Persona
- User Story, User Case
- POV, How Might We
- Ideation, Problem Solving
- Information Architecture
- Wireframe Creation
- User Flow
- Prototyping
- Interaction Design
- Usiblity Testing

## AI Tool

ChatGPT, Gemini, Uizard, Designify, Midjourney, Founderpa, Maze, Zoom, Hotjar

## Tool

Figma, Sketch, Adobe XD, Invision, Balsamic, Illustrator, Marvel App, Photoshop, Miro, Maze, Zoom, Talebook, Hotjar