



Pranjal Sutradhar

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Experience – 7+ years

Microsoft / Oct ‘21 - Present (2.8 yrs)
UX Designer II (Bing Travel)

Under a global umbrella, “Web Experience Collective” - my focus area is Bing Search and Microsoft Travel. I am a part of a 3-member design team for Microsoft travel hub - a platform build for a traveller’s journey, from inspiration to booking to cherishing. Launched in 2020, current DAU is 3.5M+

- Leading design for Flights, Car Rentals and Growth vertical at Microsoft Travel hub
- Responsible for all ‘Bing Search Page’ experiences for Travel (transit) search queries
- Designed for Bing AI chat and Generative AI Search paradigm
- Active involvement in hand-holding and design gate-keeping of associate designers.

Phonepe / Aug ‘20 - Oct ‘21 (1.3 yrs)
Sr. Product Designer (Investments)

Drove all end to end design & research process for Mutual funds charter at Phonepe. Led design and research initiatives for existing and upcoming investment products (Phonepe Wealth). I was also involved in the hiring process and grooming of interns and fresh designers.

Ola Cabs / Jul ‘17 - Aug ‘20 (3.1 yrs)

Sr. Product Designer (Consumer)

Delivered experiences for more than 150 million users across 4 countries. Involved in the end-to-end design process for all projects, majorly handling Payments, Trip Experience & Ola Drive. Also worked on Ola Money insurance & card products.

Product Designer (Foodpanda)

Supported the team on experimenting new experiences for consumers spreading across 100+ cities in India. Responsible on ideation, strategy, research and delivery of production grade interfaces (Consumer & Restaurant platform).

Product Designer (Driver-Partners)

As my first full-time job, I started small but grew into handing multiple projects - from ideation, research to building user interfaces and conducting regular focus group discussions with real users. Major projects involve App Diagnostic Ola Play Companion App & Leasing Regular Maintenance.

Adobe Systems / Summer Internship 2016
Intern (Abode Marketing Cloud)

My project was to deliver an end-to-end experience for marketers (- on planning, preparing, conducting & analysing) of web conferencing events like Webinars. A new platform was designed leveraging the capabilities of Adobe Connect & Adobe marketing software suite.

Education

IIT Guwahati / 2013-17
Bachelors of Design

Competency

Design

- User Experience
- User Research
- Mobile & Web Interface
- Prototyping
- Design advocacy
- Design strategy
- Generative AI

Software

- Figma
- Principle
- Adobe Suite

About me

Hi 🙋 I am Pranjal, based out of Hyderabad. An enthusiast in human psychology and believes that understanding UX is all about understanding the human mind, how it think & behave. I am a native of Guwahati, Assam - where the mighty Brahmaputra flows.

Design & goals

Over the years, I have worked for a wide spectrum of personas and demographics that had shaped the design personality in me today. While designing for the world was a whole different ball game, working for Indian consumers excited me the most. I aspire to keep learning everyday and spread it as I grow.



Hometown



Peace



Alma mater

Things I love



Psychology & History



Beach



Plants