

Pranay Kumar Neerukatti

Senior Product Designer

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Work Experience

Plivo / Senior Product Designer

FEB 2021 - APR 2026, BANGALORE

- Led end-to-end design for Contacto Plivo's cloud contact centre, owning the full lifecycle across research, flows, UI, prototyping and implementation.
- Defined and shipped Plivo's first company-wide design system in Figma, adopted across all product teams, establishing a shared component library.
- Owned design for key features including Billing. Running discovery with product, mapping current-state flows, designing new experiences, and driving alignment across engineering and ops to launch.
- Ran Figma handoff workshops for engineering teams, reducing implementation back-and-forth and revision cycles per sprint.
- Mentored a junior designer, providing critique and guidance on Figma workflow and handoff best practices.

Freelance / Product Designer

NOV 2019 - FEB 2021, BANGALORE

- Redesigned Frog Cycles website (updated to 91 cycles), collaborating with freelance designers on brand and structure.
- Defined initial flows and wireframes for an Inventory and Order Management app covering core user journeys.

Fulfil.io / Product Designer

JUN 2019 - NOV 2019, BANGALORE

- Collaborated with the customer support team and product team to develop new features and improvements.
- Designed new product for Supplier Portal and Channel's app.

Ambee / UI UX Designer

DEC 2017 - MAY 2019, BANGALORE

Developing functional designs and web-designs for the product. Developed Brand Identity, launched 2 android apps, created style guide, worked on marketing collaterals like brochures, user manuals, posters, banners and photoshoots for the hardware device.

Tracxn · Izmo Ltd · Easy Ecom / Graphic Designer

SEP 2014 - DEC 2017, BANGALORE

Infographics and report design at Tracxn, automotive photo retouching at Izmo, and logo and product photography at Easy Ecom.

Education

DAU / B.Tech

MAY 2010 - MAY 2014

SRM Jr. College / 11-12

APR 2007 - MAY 2009

Skills

Design

Product design · UX/UI · Wireframes · Prototyping · Interaction design · Visual design · Information architecture

Systems

Design systems · Style guides · Component libraries

Research

User research · Design thinking · Usability testing · Stakeholder interviews · Journey mapping

Leadership

End-to-end ownership · Stakeholder alignment · Mentoring

Tools

Claude Code · Figma · Adobe XD · Photoshop · Illustrator · After Effects · Notion · Confluence

Achievements

Employee of the Month, March 2016:

Recognized for design quality and cross-team collaboration at Izmo Ltd.