

VINAY KUMAR PRADHAN

PRODUCT DESIGNER | UI/UX DESIGNER | HEALTHCARE & SAAS | INDUSTRIAL
DESIGN | 3 YEARS EXPERIENCE



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Dear Hiring Manager,

I am a **Product Designer** with hands-on experience in **UI/UX and industrial design**, currently at MINDCYS Consultancy, driving end-to-end product design for complex B2B SaaS and enterprise platforms.

Experience

At **MINDCYS Consultancy** (Jun 2024 – Present), I am responsible for the design workflow — user research (stakeholder interviews, journey mapping, service blueprinting), information architecture, and Figma design systems (component libraries, design tokens, style guides, WCAG 2.1 AA compliant) — through to handoff documentation and design QA.

Previously as **Junior Product Designer at Designlipi projects Pvt Ltd.**, I have executed the full industrial design cycle — client briefs, concept sketching, 3D modelling, prototyping, and production handover — building the engineering foundation that informs my digital work today.

Design Process

My design approach is flexible and adapts to the needs of each project. I primarily follow the **Double Diamond framework**—Discover, Define, Develop, and Deliver—using user research, stakeholder interviews, empathy mapping, competitive analysis, and requirement prioritisation to identify opportunities and create effective solutions. Depending on the project, I also follow a **Design Thinking process** of Empathize, Define, Ideate, Design, Prototype, Review & Test, and Implement, ensuring that every design decision is grounded in user needs and validated through continuous feedback. This structured yet adaptable approach enables me to create intuitive, user-centered experiences that align with both business objectives and user expectations.

Education

- **M.Des in Product Design, Delhi Technological University (DTU)** — framed as where your design career began, covering product thinking, user-centred design, and design methodology.
- **B.Tech in Mechanical Engineering, Biju Patnaik University of Technology (BPUT)** — grounding in engineering principles, systems thinking, and manufacturing feasibility.

I would appreciate the opportunity to discuss how my experience and skills can contribute to your team and to share examples of my work through my portfolio.

Sincerely

Vinay Kumar Pradhan