

# Prachi Tank

Senior UX Designer

## D. E. Shaw *Hyderabad*

Senior UX Designer | Jan 2022 - present

- *Leading a team of designers to revamp our internal design system.*
- *Designing tools for convertible arbitrage traders to analyse information easily and complete critical workflows.*
- *Shipped 6 new features for our firm-wide data analysis tool. I also influence the feature scope and priority by conducting user interviews and doing competitive analysis.*

UX Designer | Jul 2020 - Dec 2021

- *Shipped 8 products in the highly technical space of investment banking. I worked on the end-to-end process with tight deadlines to understand user and business requirements, creating mocks, testing and coordinating with developers and PMs to ship the product.*
- *Single-handedly led the effort to migrate our team from Axure to Figma to improve team collaboration.*
- *Wrote custom CSS for react apps to make sure the implementation is pixel perfect.*

## Google *Bangalore*

UX Intern | May - Jul 2019

- *Revamped the alerts experience for Google Workspace's Admin Console.*
- *Conceptualised product ideas for the Next Billion Users team through a week long user research sprint.*

## Opposite Design *Mumbai*

UX Intern | Jan - Apr 2018

- *Digitised the Indian freight industry services for Freight Tiger - currently valued at \$50m.*

## Education

2018-2020

IDC School of Design, IIT Bombay  
Master's in Interaction Design

2014 - 2018

National Institute of Fashion Technology  
Bachelor's in Fashion Communication

## Awards

ACM CHI Conference

Awarded the Silver Medal at CHI's Student Research Competition 2020.

Data Visualisation Society

Runner-up in the 2019 Data Viz Challenge.

## Skill sets

### Design Process

Qualitative and quantitative user study and testing

Creating workflows, scenarios, personas to transition from user studies to design

Graphic design, data visualisation

### Execution

Figma, Sketch, Adobe XD, Invision

Prototyping basics (HTML, CSS and JavaScript)

Illustrator, Photoshop

Portfolio

[prachitank.com](https://prachitank.com)

Email

[prachitank6@gmail.com](mailto:prachitank6@gmail.com)

Location

India