

Product designer for web & mobile — shipped a full food delivery product solo: app, website, and launch.

EXPERIENCE

MAR 2026 – JUN 2026

Feesto (Food Delivery App)

Product Design Intern — sole designer

- Designed Feesto’s entire product — mobile app, website, and landing page — from concept to developer handoff.
- Covered the full ordering journey — browsing, checkout, and order tracking — including empty, error, and offline states.
- Worked directly with the founder and engineering team, cutting scope to protect the launch date.
- Built the launch brand system — Instagram assets, app store screens, landing page — so product and marketing shipped together.

SEP 2025 – JAN 2026

Identify Edge

Research Analyst

- Analysed Instagram creators on engagement, audience demographics, and content performance to find brand partnership fits.
- Turned raw platform data into decision-ready reports the marketing team used to shape campaign strategy.

FEB 2025 – AUG 2025

APL Digital

Product Designer (UI/UX)

- Delivered end-to-end UI/UX across multiple client projects for web and mobile, wireframes through high-fidelity prototypes.
- Built and maintained a reusable component library that kept concurrent client projects consistent and cut repeat design work.
- Ran user research and usability checks to inform design decisions and improve user flows.
- Partnered with developers on feasibility and reviewed builds against designs to catch implementation drift.

EDUCATION

2026 – PRESENT

B.Tech, Biotechnology Engineering

COMPLETED 2026

Higher Secondary (12th Grade)

SKILLS

Design Skills

UI Design
UX Design
Wireframing
Prototyping
Interaction Design
Visual Design
Design Systems

Research

User Research
Usability Testing
Competitor Analysis
Market Research

TOOLS

Figma
HTML / CSS (basic)

LANGUAGE

English
Hindi
German

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I’m Pratyaksh — a product designer who turns messy problems into simple, usable products. Most recently I designed an entire food delivery product on my own: the app, the website, and the launch.

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