

# Pradeep Kumar Dhotre

Product UI UX Designer

ZF Digital Solutions

 [Portfolio](#)

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## ABOUT ME

Passionate designer with over fifteen years of strong experience in professional UI/UX/Product Design, looking for challenging opportunities in your team. With an advanced level of expertise in Figma, Adobe XD, Sketch, Illustrator & Photoshop and strong fundamentals in HTML5/CSS3/Bootstrap, I can turn complex ideas into delightful and compelling user experiences of scalable applications.

**CERTIFICATIONS:** Human Computer Interaction and Mobile UX Design ([Top in Class/95%](#)) at [Interaction Design Foundation](#) (IXDF).

## EXPERIENCE

### ZF Digital Solutions / Senior Specialist UX

Nov 2021 TO PRESENT, BENGALURU, [zf.com](#)

I currently collaborate with a globally dispersed design team to develop scalable desktop and mobile user experiences for the fleet orchestration platform [SCALAR](#).

- Closely work with the product owners, to understand the business requirements.
- **Discover** insights into the problem. Understand the requirements and conduct primary and secondary research
- Propose the personas, **define** user journey and task flows
- Create wireframes by using the existing “Velocity” design system and **develop** the prototypes
- Get the designs/flow reviewed by the peers and **deliver** one solution that works
- Contribute towards design systems for new patterns and components
- Mentor colleagues in the design process and new tools available in the market

### mscripts / Associate UI UX Manager

JAN 2016 TO OCT 2021, BENGALURU, [outcomes.com](#)

At mscripts, I lead a team to implement pharmacy-patient engagement solutions on mobile ([Android](#) & [iOS](#)) and [web](#), monitor branding processes and review UI/UX. Key responsibilities included,

- Own design process and create user-centered designs and experiences for products (mobile & web apps, dashboards, tools, utilities) across the organization. Take design decisions, identify improvements and recommend best approaches
- Collaborate with account managers, sales team, product owners to gather requirements. Conduct user research, create wireframes and prototypes, design and demonstrate rich user interfaces, infographics, mailers, illustrations
- Mentor subordinates in the process
- Create and update style guides, patient [help/support sites](#) on

## SKILLS & COMPETENCY

**Research:** Study analytics data, surveys and feedback to understand users needs. Persona, role and scenario based stories. Mind mapping, storyboarding and card sorting to set user goals/journeys. Concept sketching. Strategic approach to HCI. User-centered design.

**Prototyping:** Sketch app to create wireframes and user flows. Rapid prototyping and Interactive flows with Figma, Adobe XD & InVision. Cognitive walkthrough. Split testing. Usability testing.

**Designing:** Photoshop to create UI mock-ups, graphics, illustrations. Illustrator to create vector graphics, Branding Identity, Logo designs, Iconography and Icon fonts.

**Hand-off:** Specifications and assets with style guides and design systems. Zeplin.

**Front-end Development:** Integrate UI with HTML5/CSS3/jQuery. Hands-on with frameworks (Bootstrap) and CMS (Drupal, WordPress). Mobile-first and Responsive design. CSS Preprocessors(LESS, SCSS). BEM model, Browser compatibility. Git and version control. Beginner knowledge on Angular, React and Flutter. Experience working on Material-UI and Baseweb frameworks.

Drupal (CMS)

- Help UI engineers with required graphic assets and review UI to achieve pixel-perfect designs and app store submissions
- Participate in recruitment drives to hire fresh graduates for internships

**Achievements at mscripts:** As a senior designer, I

- Accelerated implementation process by 29%, by creating an error-less workflow and automated asset creation to be readily available
- Optimized App UI to comply with ADA (Americans with Disabilities Act) Standards to make apps accessible for all types of users
- Took the lead in transforming our native mobile apps into hybrid apps/progressive web apps (PWA). [The pharmacy section of the [Costco](#) Wholesale app in the US (app-in-app)]
- Created infographics, icons, illustrations for the product and UI for in-house utilities and tools, that are used by developers and quality analysts
- Helped build [corporate website](#) and maintain corporate brand identity
- Organized fun/sports events at the office
- **mscripts** has been acquired by the health giant Cardinal Health and the products are now branded as Outcomes [\[Acquisition news\]](#)

### CoStrategix / Lead Designer

NOV 2009 TO DEC 2015, BENGALURU, [costrategix.com](#)

My core responsibilities included designing user experiences and crafting delightful interfaces for websites and developing UI in plain HTML/CSS (pre-Bootstrap era). Lead a team and mentor them. To collaborate with the account managers on project sprints. I also worked on branding, logo design, graphics, microsites and mobile apps UI.

### Noted work at CoStrategix

IACC - [naturalForms](#) - [ShopViz](#)

CSugeries - [Apollo Home](#) - [Cincinnati Art Museum](#)

PhotoHide Gallery App: [Behance](#)

### ADDR Technologies / Web Designer

JUN 2008 TO NOV 2009, BENGALURU

I worked as a web designer and as part of my responsibilities included designing UI for simple static websites. Created many icons, illustrations for a social travel network.

### Origami Creative Concepts / Junior Designer

SEP 2007 TO JUN 2008, BENGALURU

I worked on designing brand identities, websites, and converting design into HTML/CSS.

### SOFT SKILLS

Keeping up with design trends by reading tech blogs, and participating in community forums. Fluent communication, attention to details. concentration under pressure, time management, creative thinking, collaboration, critical thinking, problem-solving and presentation skills.

I love playing carom, badminton. I'm a music lover, film buff and a foodie.

If you use any other tools which suit your workflow, I would be happy to learn and adopt them.

### EDUCATION

Bachelor of Engineering (BE) in Polymer Science & Technology Engineering at Sri Jayachamarajendra College of Engineering (SJCE), Mysore, under Visvesvaraya Technological University (VTU) with an aggregate marks of 64%.

### PERSONAL PROJECTS

- Portfolio: [github.io](#)
- Case study article (published on UX Collective) : <https://link.medium.com/CfYhpOIHoeb>
- Zawn: Enterprise SaaS suite for eco-friendly office
- Advanced Analytics: <https://bit.ly/3wGd9mC>
- Socially (Concept Exploration): [bit.ly/3AwX70I](https://bit.ly/3AwX70I)