Pratibha Joshi

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Work Experience

Microsoft Corporation

INTERACTION DESIGNER II · APR 2019 - PRESENT

- Currently re-imagining the 6 Billion Dollar Marketing planning experience that enables Microsoft to execute world-class campaigns, Ads, and events.

- Led designs for the Microsoft's Sales platform that empowers Microsoft's Sales team to evolve from reactive business decisions to proactive insights and accelerate business results.

- Working closely with research, stakeholders, product managers, and developers to ship user-centric, pixel perfect, and accessible user experiences.

Freelance Consultant

INDEPENDENT · AUG 2018 - MAR 2019

- Worked with brands like Phillip Morris, Verizon, McDonald's, and Dell to help them enhance their mobile product experience.

Sprinklr

LEAD PRODUCT DESIGNER · APR 2016 - AUG 2018

- Led design for Sprinklr's core product lines like Social Selling, Paid Advertising, Listening, and Content Marketing that were all listed as Forrester Wave™ leaders.

- Worked closely with product managers, developers, and CTO to enhance product features and meet business goals.

SR. PRODUCT DESIGNER · MAY 2015 - APR 2016

- Led a team to create a unified communication platform for top brands to manage their social presence.

PRODUCT DESIGNER · AUG 2014 - MAY 2015

- Designed Social /non-social content publishing features for web and mobile.

- Created data visualizations and dashboard experience for Sprinklr's Analytics platform

Microsoft India Pvt. Ltd.

UX INTERN · DEC 2013 - MAY 2014

- Worked on the enterprise side to create topology data visualization solution for Network Administrators.

- Conducted extensive user research, UX flows, wireframes, and interactive prototypes.

Education

Symbiosis Institute of Design
2010 - 2014

Bachelor of Design (Specialization User Experience Design)

1st Award for academic excellence

Certified usability analyst by HFI
Nov 2015

Skills

Design

Information architecture, Interaction design, User research, Usability testing, Wireframes, Task flows, competitive analysis, heuristic analysis, Visual design, prototyping, Motion Design, Video creation

Collaboration

Self-starter, Communicative, Detail-oriented, Team player

Design tools

Sketch, Figma, Omnigraffle, Adobe creative suite, HTML/CSS Proto, Framer, Invision, Principle, Marvel