

# Praburaj Kennady —

**Product Designer** loves to excite people with great visuals & strives to understand human cognition to make product experience better for people. Besides, You can find my works on [praburajkennady.github.io](https://praburajkennady.github.io)

## Education

### (B.Tech) Information Technology

CEG Campus, Anna University  
2015 - 2019

## Skills

Problem finding and Problem solving

Online survey, Usability studies

Competitive analysis

Visual design

Figma, Sketch, Adobe XD

Interaction design

HTML, CSS

## Projects

### Lit app

Case study on improving the experience of reading while the users are on the go.

### Pride Tribe NFT Collection On going

A collection of NFTs that will portray the pride of the tribes around the world.

## Contact

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## Experience

### Product Designer | Zoho Corporation Current employer

Mar 2021 - Present

- More than a pixel pusher, in Zoho, I am directly collaborating with the product managers in shaping a better user experience for the product.
- And also I am working on creating a generic design system for a product that will be a stand-alone product and likely to be integrated with many products in Zoho.

### UI Designer | Divami Design Labs

Nov 2020 - Mar 2021

- Worked on a real-time consumer product, an online education platform for engineering students.
- Worked on an enterprise product based on mining platform.
- Worked as a consultant for a fintech company to improve the UX & UI of its product.
- Collaborated with experienced designers and developers for creating an intuitive user experience.

### Visual Designer | Bluesinq Automations

Dec 2019 - Mar 2020

- Redesigned existing products and worked on improving their user experience.
- Observed problems in the development process and tried to refine it through my inputs.

### UI / Graphic Designer | Antariksh Waste Ventures

May 2019 - Nov 2019

- Built a product from scratch with feedbacks from users in real-time.
- Learned to work on wireframes, prototyping, concept sketches, visual design, and branding design.