

# Pratyaksh Mehrotra

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## Experience

### Product Designer

Otherwise AI (Goodfit) | Apr 2025'

- **Redesigned Goodfit's end-to-end hiring platform**, helped scaling usage from 3 clients to 40+ and enabling **thousands of AI interviews daily**.
- Improved overall usability and visual style through **UX research** and **system-level design**, driving **76% client** and **80% candidate satisfaction (NPS)**.
- The redesign played a key role in attracting major clients such as **Tata Capital, Bajaj Capital, Asian Paints, Practo**, and **Pine Labs**, many of whom cited Goodfit's clean and intuitive experience as a differentiator.
- **Raised the product's design quality bar**, contributing to investor interest and a stronger perception of reliability and polish.
- Built a **unified design system and component library**, improving design-to-dev velocity and reducing UI inconsistencies across teams.

### Product Designer

Mintair | Jul 2024 - Mar 2025

- **Led a complete redesign of Mintair's website and product**, creating a more intuitive experience and a cohesive design language that improved conversion and retention.
- **Designed all product and marketing visuals** to establish a unified identity across campaigns and social channels.
- **Gathered feedback directly from users and community** members, running fast iterations that informed weekly product updates.
- The new design language helped attract and retain high traffic, **growing Mintair's social following from 30K to 70K+** and even **triggering server crashes during launch surges**.

## Contractual / Freelance

### Product Designer

Aug 2021 - Jun 2025

- Shipped full product design and tokenomics dashboards for Trench, an **AI-powered Web3 DeX**, that **raised \$100K pre-seed** and launched to a select group of users.
- Contributed to **system design of OnePlus OxygenOS 15**.
- Contributed to the design of RevengeOS (600K+ downloads), a third-party Android-based OS.

## Skills

### Design & Research

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · User Interviews · User Testing · Information Architecture · Journey Mapping · Competitor Analysis · Design Strategy · A/B Testing

### Software

Figma · Sketch · Miro · ChatGPT/Gemini/Claude · Rive · Illustrator · Photoshop · Webflow · GitHub · HTML · CSS · React

### Visual Design

User Interface · Typography · Colors · Iconography · Web Design · Mobile App Design · AI Experiences Design

### Others

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit Feedback