

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