

Pranay Wayal



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Thane

Summary

As a UI/UX Designer with hands-on experience designing and improving product flows for multiple enterprise and consumer apps, I specialize in upgrading outdated interfaces, refining user journeys, and creating clean, modern, and intuitive digital experiences.

I've designed end-to-end app screens, dashboards, loyalty program flows, onboarding systems, and industrial workflows across brands like Veedol, Delux Bearings, Bremskerl, ENI Club, and Apar Power. My work focuses on enhancing clarity, consistency, and usability while aligning with each brand's identity.

With a solid background in SEO (4 years!), I combine user-centric design principles with data-driven insights to transform complex ideas into effective, user-friendly solutions that improve engagement and support business goals.

Experience

T7E – UI/UX Designer

Mulund (On-Site)

October 2024 – Present

- Worked on end-to-end UX/UI design for multiple mobile apps and dashboards across automotive, industrial, and B2B sectors.
- Led improvements in structure, usability, and visual consistency across various products by applying user-centric, data-informed design practices.
- Collaborated with cross-functional teams to refine flows, design system elements, and brand-aligned interfaces.
- Enhanced product experiences by redesigning complex dashboards into clean, intuitive layouts focused on clarity and ease of use.
- Delivered high-quality visual assets including ID cards, visiting cards, and digital note templates in PDF format for internal and client branding.

UI/UX Design Intern

June 2023 – Sept 2023

- Completed a hands-on internship focused on user research, wireframing, and UI prototyping.
- Shared knowledge and mentored other interns who were just getting started, leveraging experience gained from freelancing.
- Led and contributed to multiple real-world projects, collaborating with clients.

Freelancer – UI/UX Designer

Feb 2023 – May 2023

- Self-taught UI/UX design principles and worked on freelance projects.
- Conducted user research, visual design, and prototyping for various client projects.
- Developed design systems and collaborated with clients to create user-centric experiences.

Prism Technosys – SEO Specialist

Nerul (On-Site)

Aug 2019 – Feb 2023

- Full-time SEO specialist responsible for website audits, on-page and off-page optimization, link building, and monitoring key website metrics.
- Collaborated with content creators and developers to optimize web content.
- Analyzed user behavior and improved ranking through keyword research and technical SEO practices.

Projects

Veedol Dosti App

- Revamped the Veedol Dosti mobile app by replacing the outdated, cluttered UI with a clean and modern design.
- Improved the home dashboard structure to make key information easier to scan and interact with.
- Introduced a clearer visual hierarchy, allowing users to quickly understand their points, progress, and offers.
- Refined the onboarding and profile completion flow to reduce friction and enhance user experience.
- Created consistent components and unified spacing, typography, and iconography to align with Veedol's brand identity.

Veedol Dosti Dashboard

- Redesigned the Veedol Coupon Management Dashboard, creating a clean and structured interface for managing coupon requests, approvals, and activations.
- Improved the user workflow by simplifying how users view, filter, confirm, and activate coupons, reducing friction in day-to-day operations.
- Enhanced data readability with a grid-based layout, clear column hierarchy, and well-spaced table rows for easier scanning.
- Introduced consistent status badges (Requested, In Progress, Activated) for better visibility and faster decision-making.
- Created unified button styles and action elements to maintain visual consistency across all coupon-related flows.

Delux Bearings App

- Built a complete mobile app experience for Delux Bearings with a clean industrial aesthetic & consistent visual hierarchy.
- Designed onboarding flows (language → OTP → registration) with clear step indicators and minimal input friction.
- Created a structured dashboard showcasing earned, redeemed, and balance points with intuitive action paths.
- Simplified the KYC process by designing clean, icon-based modules for shop photos, bank verification, and PAN submission.
- Designed a scalable product catalogue layout enabling users to browse bearings and SKU details quickly.

STIHL App – UI/UX Contribution

- Designed key modules for the STIHL mobile app, including scratch-card rewards, prize reveal, reward claim flow, and reward tracking screens.
- Created a visually engaging reward experience with branded orange gradients, interactive scratch areas, and strong visual hierarchy.
- Simplified the reward redemption process by structuring voucher selection, invoice upload, and KYC upload into an intuitive, step-by-step flow.
- Designed a consistent reward status tracker with clear states (Verified, Dispatched, Delivered) to improve user clarity.
- Ensured design consistency with STIHL's brand guidelines while enhancing the overall user experience through clean layouts and intuitive interactions.

Gulf M-Power TL App

- Designed the end-to-end UX for a team-lead monitoring application, enabling TLs to track MPR performance, attendance, route progress, daily targets, and visit compliance in real time.
- Created a smart attendance & check-in flow using modal prompts, validation states, and time-stamped logs to ensure accurate daily reporting for field executives.
- Designed intuitive performance dashboards showing consumption, visits, tasks, and meeting metrics in card-based layouts for quick insights.
- Built detailed MPR profile and activity screens, showcasing live status (Idle, Checked-in, Active), last location, visit summaries, tasks, and meetings for transparent workforce oversight.
- Designed a complete task management module with tabs for MPR tasks, TL tasks, and escalations – including status labels, due date indicators, and update/remark workflows.

Bremskerl App

- Designed complete operational flows for the Bremskerl industrial mobile app, supporting two user roles: Packer and Dispatcher.
- Created a structured SKU scanning interface with clear hierarchy, improving accuracy and speed during product validation.
- Designed the barcode/QR scanning screen with clean instructions, progress indicators, and a large scan frame for efficient scanning.
- Built a minimal, industrial-friendly UI focused on clarity, usability, and low cognitive load for warehouse operators.
- Designed role-selection screens and simplified user onboarding to ensure accurate workflow initiation.

Bremskerl Dashboard

- Designed the Bremskerl web dashboard for product browsing, stock visibility, and cart management, optimized for industrial users.
- Created a clean, table-based product catalogue layout with filters, stock indicators, and quick cart actions.
- Designed a structured cart review modal with clear pricing and order validation steps to reduce mistakes.
- Improved data readability using alternating row colors, consistent spacing, and a clear visual hierarchy.
- Built an intuitive sidebar navigation system for fast access to catalogue and overview modules.

ENI Club App – Key Contributions

- Created reward popups, event banners, and campaign UI that elevated the app's brand expression and supported their nationwide customer engagement programs.
- Delivered high-resolution assets and UI variations for different campaign types, ensuring seamless integration for the development team.
- Simplified complex client inputs into clean, user-friendly screen flows, keeping usability at the center while meeting business requirements.
- Collaborated with product & technical teams to ensure smooth handoff, proper component behavior, and minimal implementation ambiguity.

Apar Power App – Key Contributions

- Designed and refined selected high-impact screens for the Gold Campaign Scheme, ensuring visual clarity and seamless integration within the existing app ecosystem.
- Improved the Gold Campaign Acknowledgement UI by restructuring card layouts, making quarterly milestones and rewards easier to read and interact with.
- Enhanced visual hierarchy with better spacing, typography, and color usage to support quick scanning and reduce cognitive load for users.
- Aligned all new UI components with Apar Power's existing brand palette and design language to ensure consistency across the app.

B2B E-Commerce Catalogue Platform

- Designed the entire B2B e-commerce experience from the ground up, converting client requirements into user journeys, wireframes, and high-fidelity UI for web.
- Built a scalable product catalogue system supporting 1000+ SKUs, category-based browsing, and personalized product bundles for corporate clients.
- Created a conversion-optimized product detail page (PDP) featuring bulk order pricing, quantity selectors, business pricing blocks, EMI options, and custom branding addons.
- Created a streamlined Add-to-Cart flow tailored for B2B shoppers, supporting bulk quantities, corporate pricing tiers, GST-based pricing, and custom branding add-ons before checkout.
- Designed a modular homepage layout with dynamic carousels, brand sections, trending items, seasonal sales, and curated bundles to improve product discovery.

DSR Incentivization Program

- Designed a complete end-to-end incentive management app for DSRs, including retailer management, product catalog, passbook, redemption flow, and performance dashboards.
- Designed the entire application from zero, including the Retailers module, Product catalog, Passbook, KYC, Redemption flow, and DSR Performance Dashboard.
- Built user-centric flows for complex tasks — filtering products, verifying KYC, redeeming points, checking retailer status — ensuring minimal friction and reduced cognitive load.

Studio - AI-Based Dashboard Design

- Developed a dashboard for an innovative AI platform that enables users to create apps and websites with drag-and-drop features.
- Worked on making the dashboard user-friendly, focusing on ease of use, aesthetic appeal, and functionality.
- Collaborated with the development team to ensure that the UI design was accurately implemented with the platform's features

Skillsizzleglobal.com

- Designed the entire website from concept to launch, incorporating client feedback at every stage.
- Conducted user research to understand target audience needs and designed intuitive user flows and engaging interfaces.
- Focused on creating a seamless user experience that aligns with the client's vision and business goals.

Lemion Global - Logo Design

- Designed the brand logo for Lemion Global, ensuring the design reflected the company's vision and mission.
- Worked closely with the client to gather insights about the brand's identity and target audience, translating these into a modern and impactful logo.

Visiting Cards

- Designed professional visiting cards for various clients, focusing on delivering unique and eye-catching designs while maintaining brand consistency.
- Paid attention to typography, color schemes, and layout to create designs that stand out while remaining functional.

Whealthyfy Health App Redesign

- Redesigned the Whealthyfy app, an e-commerce platform that allows users to order medicines and book doctor appointments.
- Enhanced the user experience by optimizing navigation and making the interface more intuitive for a diverse audience.
- Introduced new features and improved the app's overall visual design, making it more accessible and user-friendly.

Tools

- **Figma:** For UI/UX design, wireframing, and prototyping.
- **Photoshop:** Used for basic graphic edits, image cleanup, and simple visual assets when needed.
- **Illustrator:** Used for basic vector illustration, iconography, and creating scalable design elements when required.
- **Google Analytics:** Strong understanding; used for analyzing traffic, user behavior, conversion metrics, and engagement patterns.
- **Google Search Console:** Used for indexing insights, performance monitoring, fixing crawl issues, and optimizing site visibility.
- **Microsoft Clarity:** Used for analyzing heatmaps, session recordings, user behavior patterns, and identifying UX issues to improve usability.
- **SEMrush:** Used for keyword research, competitor analysis, site audits, and performance tracking.
- **Canva:** Used for creating visual content and marketing materials.

Skills

- UI/UX Design
- User Research & Analysis
- Prototyping
- Project Management
- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Link Building
- Website Auditing
- Content Optimization

Certifications

- Google Analytics
- UI/UX Design
- Prototyping
- WordPress Development

SEO Tools

- Semrush: For keyword research, competitor analysis, and SEO audits.
- Google Analytics: For tracking website performance and user behavior.
- Google Search Console: For monitoring and improving website performance.

Education

2013

- Tilak-Maharashtra Vidyapeeth
- Bachelors in Computer Application

2010

- Maharashtra State Board H.S.C

