



Pranjal Sutradhar

pranjaldesign.com / pranjal5026@gmail.com / +91 9706561689

Experience - 9+ years

Salesforce / Oct '24 - Present (1.7 yrs) Senior UX Designer (Platform)

Working across Salesforce's agentic ecosystem - shaped marketplace discovery experiences and Agentic workflows for Salesforce admins. Being part of a 2-member design team to a 8-member design team.

- Defined AgentExchange's agentic search vision and introduced in-platform marketplace browsing for fro Salesforce users
- Designed Setup Agent use cases for list and mass actions, and data model management.
- Contributed to the broader agentic interaction framework and product direction.

Microsoft / Oct '21 - Oct '24 (3 yrs) UX Designer II (Bing Travel)

Under a global umbrella, “Web Experiences Collective” - my focus area was Bing Search and Microsoft Travel. I was part of a 3-member design team for Microsoft travel hub - a platform build for a traveller’s journey, from inspiration to booking to cherishing. Launched in 2020, DAU was 3.5M+ (Jul '24)

- Led design for Flights, Car Rentals and Growth vertical
- Responsible for all ‘Bing Search Page’ experiences for Travel (transit) search queries
- Designed for Bing chat and Generative AI Search paradigm
- Active involvement in hand-holding and design gate-keeping of associate designers.

Phonepe / Aug '20 - Oct '21 (1.3 yrs) Sr. Product Designer (Investments)

Drove all end to end design & research process for Mutual funds charter at Phonepe. Led design and research initiatives for existing and upcoming investment products (Phonepe Wealth). I was also involved in the hiring process and grooming of interns and fresh designers.

Ola Cabs / Jul '17 - Aug '20 (3.1 yrs)

- **Sr. Product Designer (Consumer)**
Delivered experiences for more than **150 million users** across 4 countries. Involved in the end-to-end design for all projects, majorly handling Payments, Trip Experience & Ola Drive. Also worked on Ola Money insurance & card products.
- **Product Designer (Foodpanda)**
Supported the team on experimenting new experiences for consumers spreading across 100+ cities in India. Responsible on ideation, strategy, research and delivery of production grade interfaces (Consumer & Restaurant platform).
- **Product Designer (Driver-Partners)**
As my first full-time job, I started small but grew into handing multiple projects - from ideation, research to building user interfaces and conducting regular focus group discussions with real users. Major projects involve App Diagnostic Ola Play Companion App & Leasing Regular Maintenance.

Adobe Systems / Summer Internship 2016 Intern (Abode Marketing Cloud)

My project was to deliver an end-to-end experience for marketers (- on planning, preparing, conducting & analysing) of web conferencing events like Webinars. A new platform was designed leveraging the capabilities of Adobe Connect & Adobe marketing software suite.

Education

IIT Guwahati / 2013-17
Bachelors of Design

Competency

- Design**
- User Experience
 - User Research
 - Mobile & Web Interface
 - Prototyping
 - Design advocacy
 - Design strategy
 - Thinking with AI
 - Building with AI

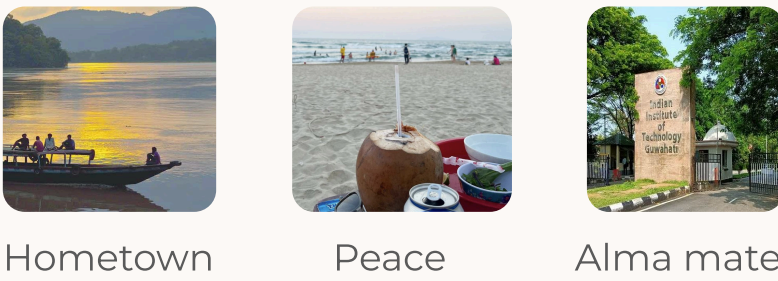
- Software**
- Figma
 - Cursor, VS Code
 - Adobe Suite
- Keep up with a world where the tools change weekly and the possibilities daily.

About me

Hi 🙋 I am Pranjal, based out of **Bangalore**. An enthusiast in human psychology and believes that understanding UX is all about understanding the human mind, how it think & behave. I am a native of Guwahati, Assam - where the mighty Brahmaputra flows. In my meantime, I love playing the Piano and listening to the beautiful pieces some amazing people in our history has given us.

Design & goals

Over the years, I have worked for a wide spectrum of personas and demographics that had shaped the design personality in me today. While designing for the world was a whole different ball game, designing for the Indian cab drivers excited me the most in my career. The AI acceleration awes me, and at times worry me as well. I wander how the coming times hold for our species, though I aspire to keep learning everyday and spread it as I grow.



Things I love

