

# Pratibha Joshi

pratibhajoshi009@gmail.com

www.pratibhajoshi.com

+1 425-588-5377

## Work Experience

---

### **Sprinklr** · Lead Product Designer

Apr 2016 - Mar 2018, New Delhi

- Led design for Sprinklr's core product lines like Social Selling, Paid Advertising, Listening and Content Marketing that were all listed as Forrester Wave™ leaders.
- Increased user satisfaction (+11%) by redesigning the platform experience with the new design system 'Space'.
- Worked closely with product managers, developers, and CTO to enhance product features and meet business goals.

### **Sprinklr** · Sr. Product Designer

May 2015 to Apr 2016, New Delhi

- Led a team to create a unified communication platform for top brands to be able to manage their social presence.
- Increased user adoption by +21%

### **Sprinklr** · Product Designer

Aug 2014 to May 2015, New Delhi

- Designed Social /non-social content publishing features for web and mobile.
- Created data visualizations and dashboard experience for Sprinklr's Analytics platform

### **Microsoft** · UX Intern

Dec 2013 to May 2014, Hyderabad

- Worked on the enterprise side to create topology data visualization solution for Network Administrators.
- Conducted extensive user research, UX flows, wireframes, and interactive prototypes.

### **Bellurbis Technologies** · Summer Intern

Apr 2013 to Jun 2013, New Delhi

- Worked on kids learning apps (Tablet and mobile). Performed user research and made wireframes, high fidelity prototypes, and quirky graphics to create an engaging experience.

## Education

---

### **Symbiosis Institute of Design**

2010 - 2014

Bachelor of Design (Specialization  
User Experience Design)

1st Award for Academic  
Excellence

### **CUA By HFI**

Nov 2015

## Skills

---

### **Design**

Interaction Design, Information Design, User-centered research, Product Conceptualization, Information Architecture, Wireframes, Visual Design, Prototyping

### **Collaboration**

Self Starter, Communicative, Detail oriented, Team player

### **Tools**

Sketch, Omnigraffle, Figma, Principle, Invision, Marvel, Adobe creative suite, Office, Keynote