

Praduman Joshi

Senior Product Designer with 5+ years of experience

Designing digital products across fintech, SaaS, e-commerce and QSR. Currently at Tala, designing multi-market experiences across lending, identity, fraud, repayment and disbursement. Experienced in product strategy, design systems, localization and AI-assisted product development.



pradumanjoshi1999@gmail.com 

+91 7477206249 

Work experience



Senior Product Designer (May 2025 - Present) ← Product Designer (April, 2022 - April 2025), Tala

April, 2022 - Present

Tala is a global technology company that is building the world's most accessible financial services for the traditionally underbanked

Multi-Market Product Launches

Localization Strategy

Business Impact-Driven UX

Design System Architecture

- Contributed to multiple initiative launches across Tala's key markets (Kenya, Mexico, Philippines, India), driving measurable results including over 40% baseline adoption and a 30%+ reduction in customer experience (CX) team tickets.
- Led end-to-end design strategy for Disbursement, Repayment, Fraud, and Identity verification flows across regions, streamlining transactions and improving user trust.
- Improved consistency and scalability of UI components through a robust AI native design system, reducing design-to-development handoff time.
- Sole designer driving localization efforts leveraging the Design System, optimizing app usability and reducing go-to-market time while delivering a culturally relevant experience for customers across globe.



Digital Designer, Designit

Oct, 2021 - Apr, 2022

Designit is a multidisciplinary design studio which is home to 700+ designers with diverse expertise and perspectives working to solve complex problems

Enterprise UX Design

Cross-Functional Collaboration

Design System

- Improved discoverability and navigation of critical tools within ICICI's new intranet, boosting employee efficiency in internal operations.
- Designed a monitoring dashboard for Wipro's developer SaaS product, improving project architects' visibility into ongoing projects and developer contributions.
- Contributed to fostering a strong design culture by creating internal communication assets and visual guidelines for a remote design event, helping designers stay connected and learn collaboratively.



3D Design Intern, Landor & Fitch

Jan, 2021 - Jul, 2021

Landor is a Branding and Retail consulting firm which helps its clients drive business transformation with the help of Brand, Retail and motion design

Experience Mapping for Conversion Growth

Stakeholder Communication & Presentation

- Designed the packaging for Gillette's latest shaver line, creating an improved box design that enhanced shelf presence, functionality, and brand.
- Collaborated with Vicks on in-store popup displays for small-format retail shops, improving product visibility and customer engagement.
- Partnered with EatSure to create a seamless digital + physical ordering experience and contributed to building their retail strategy for improved customer flow and operational efficiency.



Product Design Intern, BigBasket

May, 2020 - Aug, 2020

BigBasket is an online supermarket for all your daily needs. Online shopping now made easy with a wide range of products available at your convenience

Design Audit

Design System

- Conducted a comprehensive UX audit for the BigBasket mobile application, identifying key areas for improvement.
- Collaborated with different teams to create a proposal for a scalable design system for the BigBasket app, ensuring design consistency and efficiency.

Core skills

Product Design • UX Design • UI Design • Interaction Design • Design Systems • Design Strategy • Prototyping • User Research • Usability Testing • Information Architecture • Journey Mapping • Mobile UX • Design Thinking • Localization • Accessibility • Cross-functional Collaboration • Stakeholder Management • AI-assisted Design

Tools

Figma

Have used Figma for more than 8+ years

Rive

Experimenting with Rive for some basic animations

After effects

Have used All adobe suite products for 8+ with an focus in motion

AI tools

Claude code and ChatGPT Codex used for creating android and react components

Education

B.Des (Industrial Design), Avantika University

2017 - 2021

Avantika university is a university situated in ujjain. This is a initiative of the MITID pune expansion, This is the first design university of Madhya Pradesh

- Graduated with First Class Honors in Industrial Design.
- Completed a 6-month specialized course in Experience Design Management (XDM) as part of an industry exchange program conducted by PayU's design leadership team, including former members of Human Factors International (HFI) India.

+2 (Science with computer science), Subbiah School

2000 - 2017

Subbiah school is a matriculation higher school situated in Tiruppur, Tamilnadu

- Completed my 12th boards with 88% in Science with Computer Science
- Completed my 10th boards with 92%
- Was part of the School football team and won District Inter-school championship

Languages

English

Proficient in speaking and writing

Hindi

Proficient in speaking and writing

Tamil

Proficient in speaking

Marwadi

Mother Tongue

Hobbies

Football

Always ready to score goals—on the field and in design sprints.

Movies & TV shows

Have likely completed Netflix's UX stress test while finding what to watch.

Cooking

Designed interfaces and perfect paneer tikka with equal precision.

Piano

Trying to master piano, currently designing my way through wrong notes.



Figma presentation

<https://www.figma.com/deck/Yoa2kAf1KQmkOUL6JZjSJM>



Behance

<https://www.behance.net/pradumanma4c02>



LinkedIn

<https://www.linkedin.com/in/praduman-joshi-ba544a143>