

Pranjali Dahale

Mobile: +91 - 9769169578

E-Mail: pranjaldahale@gmail.com

Location: Bengaluru, India

[LinkedIn](#)

[Portfolio](#)

Senior UI/UX Designer

Strategic design management | Beyond digital innovations

PROFILE SUMMARY

Strategic and impact-focused **UI/X Designer** with over **7+ years of experience** delivering high-impact digital experience across the full product lifecycle. Ability to balance user-centred design with business outcomes-guiding product development from discovery to launch through **user research, prototyping, testing**, and iterative refinement. Expert in building and maintaining robust **design systems**, embedding **WCAG accessibility** standards, and driving measurable improvements in **usability, engagement**, and adoption.

Leading design across **B2B platforms** for domains like **electrical and industrial automation, retail, and ARNR/MR** technologies by simplifying complex product requirements and user needs into **scalable, accessible**, and business-aligned digital experiences applications. Driving **UX strategy**, influencing product roadmaps, and leading cross-functional collaboration across design, product, and engineering teams.

Aspire to continue growing as a **design leader and mentor**, driving greater **design maturity, operational excellence, and cross-functional alignment** in fast-paced, innovation-focused environments to leave a lasting impact for businesses.

EDUCATION

- **Master of Design | National Institute of Fashion Technology (NIFT-MUMBAI) | Product Design 12020.**
- **Bachelor of Architecture | Mumbai University 12017.**

CORE COMPETENCIES

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| <ul style="list-style-type: none">• Information Architecture• UX Audits• Customer journey mapping• Prototypes• Wireframes• Design systems• Mood boarding• Branding & Visual design• Conceptual design• Spatial design | <ul style="list-style-type: none">• User interviews• Personas• Ethnographic research• Usability testings• Accessibility• Competitor analysis• Contextual inquiry• Stakeholder interviews• Design strategy & roadmapping | <ul style="list-style-type: none">• Figma, , Fig Jam• Adobe XD, InVision• Adobe CC• Autodesk - AutoCAD, Revit, 3DS Max• Google SketchUp, V-Ray, Lumion• Userlytics• Adobe analytics• Jira, Confluence• Azure DevOps• Slack, Miro, Concept Board |
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CERTIFICATION

- **Certified in Measuring UX: Business-Centric Methods and Metrics by Human Factors International (HFI) | 2024**

Work Experiences

Senior UI/UX Designer | Honeywell, Bengaluru | May 2026 - Present

- **Digital Prime Suite**
Designed user experiences for Honeywell Digital Prime, enabling lifecycle management, digital twin simulation, and automation system modernization for industrial plants.
Conducted **UX audits** for optimising the existing to simplify complex workflows for asset lifecycle tracking, migration planning, upgrade recommendations, and engineering validation through **intuitive enterprise UX**.
Translated business objectives into **strategic UX roadmaps**, created **UX strategy** including prioritizing features that **enhanced user value and operational efficiency**.
Collaborated with **cross-functional teams** to create scalable, data-driven interfaces that improved decision-making, operational efficiency, and user productivity.

Senior UI/UX Designer | Siemens, Bengaluru | August 2022 - May 2026

- **Siprotec V (DIGS!/ ECO Suite Integration) - Product strategy**
Analyzed complex **user flows** within DIGS! to align with the broader UX vision of the ECO Suite ecosystem
Conducted **heuristic evaluations** to address **usability** gaps and transforming **user feedback** to delivered product improvements
Explored potential use cases for **Augmented Reality (AR)** integration to enhance the utility and interactivity of the platform
- **Legacy Applications (RTLS, DIGSIS, OLM) - Design strategy**
Initiated and led the **strategic redesign** of legacy **user journey** for enterprise applications by conducting heuristic evaluations, **task flow mapping**, and **persona refinement** to improve usability for **modern frameworks**
Restructured **information architecture** and created **design guidelines with respect to CTA's** and scalable component libraries
Delivered detailed annotated **wireframes** and **high-fidelity prototypes** using Figma, ensuring alignment with **WCAG guidelines** and **design systems**
Collaborated closely with **stakeholders** and engineering teams to implement **responsive and accessible UIs** across platforms

- **iX Design System**

Created and scaled a cohesive **industrial use-case design system** to ensure visual consistency and accessibility across all Siemens products Defined, documented, and maintained reusable UI components, **interaction design** patterns and **data visualisation**

Worked closely with **accessibility and compliance teams** to ensure **WCAG 2.1** alignment and inclusive product experiences

Partnered with **product managers**, engineers, and accessibility leads to promote user-centred design standards at scale Advocated for system-wide alignment with **business goals**, technical feasibility, and **user needs**

- **Sifinity Depot Drive (Smart Charging App)**

Led entire **UX design** for a mobile app focused on smart charging and vehicle depot management, optimising charging workflows and depot **operations**

Owned **end-to-end design** delivery: **user research**, **concept design development**, wire framing, **prototyping**, and **stakeholder** presentations

Conducted **usability testing**, **competitive market analysis**, and **information architecture design** to validate and refine design directions by **explorative interviews**

Collaborated with **Product Managers, Engineers, and Researchers** to shape product roadmaps, define MVPs, and ensure UX vision alignment with **product strategy decisions**

UI/UX Designer | Metadome (Formerly Adloid), Gurugram | August 2021 - March 2022

- Developed and maintained **scalable design systems** for Adloid to ensure consistent branding and user experience across web, mobile, and immersive platforms
- Conducted **user and market research** to inform design strategies for **Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR)** applications
- Collaborated with cross-functional stakeholders to define requirements and design intuitive **virtual try-on experiences** for cosmetics, jewellery, and automotive showrooms for high-impact digital products
- Collaborated with **Product Designers, Product Managers, and Engineers** to support the design and delivery of user-centered digital experiences across web and mobile platforms
- Created **conceptual design** for **automotive metaverse experiences** to elevate UX by merging AR,VR, an **MR** technologies to deliver engaging **user journey**
- Created high-fidelity mockups and interactive prototypes, enhancing **user engagement** and product adoption through **immersive, user-centred design**
- Contributed to the evolution of the product roadmap by aligning **design decisions with user behaviour insights and market trends** by collaborating with the marketing and sales team.

Visual Designer | Kaapi Machines, Bengaluru | December 2020 - July 2021

Designed **brand visuals** for Somethings's Brewing- digital and print media, reinforcing visual identity and ensuring alignment with **business and user goals** Developed **brand guidelines**, including typography, colour palettes, and component libraries, to ensure consistency across marketing and product teams Created **social media assets and campaigns** using UX and **content strategy principles**, optimising for visual hierarchy, accessibility, and user engagement Applied **user-centric design thinking** to craft intuitive, high-converting graphics for Instagram, Facebook, and web, increasing engagement by **20%** Conducted informal **A/B testing** on visual content performance to refine messaging, layout, and tone for specific audience segments

Collaborated with marketing and product teams to align design solutions with **user engagement metrics** and brand storytelling goals

Enhanced **brand recall and user retention** through consistent visuals and emotionally resonant content across all platforms

Associate Product Designer | Switch90, Hyderabad | June 2019 - October 2020

- Conducted **design research and prototyping** for narrative-driven presentations to support product storytelling
- Designed **storytelling kits** showcasing luxury furniture craftsmanship, integrating branding and emotional narrative to elevate **customer experience**
- Created **packaging and promotional materials** that enhanced brand identity and communicated key storytelling themes
- Enhanced user satisfaction by improving **storytelling and mood boarding** workflows, aligning design features of the craft incorporation
- Assisted in preparing **developer handoff documentation**, including annotated wireframes, style guides, and interaction specs to ensure smooth implementation

Junior Designer | Design Forge, Mumbai | August 2017 - April 2018

Designed and executed handover for **healthcare interior layouts** for hospitals and medical facilities, emphasising **patient-centric planning**, staff efficiency, etc Worked closely with contractors, vendors, and MEP consultants to coordinate execution of design layout

Supported **way-finding strategy** by integrating intuitive signage, lighting, and colour-coding to enhance user navigation and reduce stress in critical zones