Zurich Switzerland
Portfolio: www.pank.in
www.linkedin.com/in/pankajjuvekar

Pankaj Juvekar

User Experience & Product Designer

User Experience Designer

Lufthansa Systems Zurich Switzerland (Oct 2019 - Present)

Currently, I work on an iPad app (product) called Lido mPilot, designed for airline pilots to help them navigate in the air. Part of my job is to interview/collaborate with airline pilots, admins/back officers, and aviation experts (SMEs) and collect and analyse their feedback to improve app's usability. As part of my routine, I am prototyping product features/ideas using the in-house design system and validate them with internal and external stakeholders in an agile manner.

Senior Interaction & Visual Designer

Appway AG Zurich Switzerland (Nov 2018 - Sept 2019)

My focus revolved more around Interaction Design for Appway's products & offerings. In this role, I worked on Data-Centric UI editors that generate web UI solution based on Data structure/model to automate B2B processes. I conducted User Research, Persona definition, User testing/survey & analysis, and did rapid prototyping using an in-house design system daily. I also wrote some of the developer documentation and did UX writing to advocate design topics.

Senior Visual Designer

Appway AG Zurich Switzerland (Apr 2018 - Nov 2018)

I was primarily responsible for Visual & User Interface Design for Appway's products & offerings. Along with conceptualisation & prototyping of ideas, I started involving myself in user research, testing & analysis. I participated in several In-house R&D hackathons to quickly mock ideas and understand their feasibility from the development point of view.

Visual Designer

Appway AG Ticino Switzerland (Apr 2014 - Apr 2018)

I worked on building a visual design system for designers and developers for faster development releases that included creating and maintaining iconography, typeface definitions, web UI components, naming conventions, and much more. Simultaneously, I was also responsible for high-fidelity mockups and prototyping, and usability study, testing, and analysis conducted with our UX lead.

Digital Art Director

E3 srl Milan Italy (Jul 2012 - Dec 2013)

I was responsible for web design, app design, and online marketing/advertising for brands like Bacardi, Martini & Rossi, BMW, Mini, Magneti Marelli, Deutsche Bank, and B2C businesses.

Founder/Freelancer

Pank Designs Mumbai India (Apr 2009 - Dec 2013)

I founded this small design boutique with another designer for web & print design services. We were a small team of 4 designers/developers (in total) who worked as retainers for Ad Agencies and B2C clients in Mumbai and Goa.

Education

MSc Web & Multimedia Design
Scuola Politecnica di Design SPD
Milan Italy (2011-2012)

Bachelor of Fine Arts (Applied Art)
Sir J. J. Institute of Applied Art
Mumbai India (2003-2007)

Skills & Methodologies

User Research, Problem Solving, UI & Interaction Design, User Workflow Definition, User Testing, UX Writing, Accessible Design, Cross-Platform Design, Workshop Facilitation, Design Sprint, Lean UX, Design Thinking, Atomic Design, Card Sorting, Round Robin, The Crazy 8s, AB Testing, Agile, Scrum, Kanban, Competitive Audit, Multivariate Testing, BPMN, Design Documentation, Dev Handover

Toolbox

Figma, Adobe Xd, Sketch, Frontify, Adobe - Photoshop, Illustrator, After Effects, Atlassian - Jira, Confluence, Trello, OKRs, Mural, Miro, Survey Monkey, Balsamiq, MS Office, HTML, CSS, Javascript, Procreate, Mental Canvas, Lottie Animations, Rive.app

Languages

English **Italian** **German**