

Prerna

Product Designer

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Product Designer with 3+ years of experience designing consumer products used by 1.8M+ users across OTT and digital media platforms. Led research, experimentation, and end-to-end product design initiatives that increased activation by 14%, engagement by 45%, and contributed to revenue growth.

AREAS OF EXPERTISE

- Product Strategy
- Interaction Design
- Usability Testing
- User Research
- Experimentation
- Journey Mapping
- Information Architecture
- Design Systems
- Stakeholder Management

PROFESSIONAL EXPERIENCE

Times Internet

Noida

Associate Product Designer

September 2025 – Present

- Drove end-to-end design of community-driven experiences across parenting platforms serving 1.8M+ users, increasing participation, content consumption, and repeat engagement through research-backed user journeys.
- Conducted generative and evaluative research initiatives, translating user insights into product recommendations that contributed to a 25% increase in user logins and 13% revenue growth.
- Delivered 20+ end-to-end product initiatives, including Communities, Live Blogs, and Kids Masterclass, partnering with PMs and engineers from discovery to launch for a ₹20Cr+ digital business.

STAGE (OTT Platform)

Noida

Product Designer

October 2023 – September 2025

- Led the redesign of the Autoplay trial experience by conducting user research, journey mapping, and experimentation, improving activation by 14% across a 1.5M+ user base.
- Owned enhancements to the video playback experience across Mobile, Web, and TV platforms, driving a 45% increase in user engagement.
- Re-architected content taxonomy and information architecture across 1,000+ titles, improving discoverability by 20% and enabling scalable content navigation.
- Collaborated closely with founders, product managers, engineers, and QA teams to deliver consumer-facing initiatives from concept to launch across multiple product verticals.

STAGE (OTT Platform)

Noida

Product Design Intern

January 2023 – April 2023

- Headed qualitative and quantitative user research and supported wireframing, prototyping, and usability testing across multiple product initiatives.

EDUCATION

National Institute of Fashion Technology

2019 - 2023

Bachelor's in Design (B.Des) - Experience Design

Tools

Figma, FigJam, Framer, Miro, Google Analytics, Adobe Creative Suite