Debi Prasad Mishra

Senior Product Designer

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Links

Portfolio | Medium

Experience

ThoughtWorks (Senior Product Designer)

- Lead Pricing, Customer & Financing design for a premium German automobile brand's car sales platform, used by sales reps across Europe
- Self-initiated the Offer Experience: found the one customer-facing moment in a 200-person engagement nobody had designed, built the business case (~€60M/yr problem, ~€1.76B directional opportunity) and a working proof of concept, client approved the initiative.
- Run research on how sales reps prioritise deals; collaborate across a 46+ person team of POs, tech leads and BAs

Jul'23 - present

CBRE (Senior Designer)

- Reduced survey creation time by 15 minutes by redesigning the survey tool
- Enhanced broker-client interaction by designing an interactive property list document

Jan'21 - Sep'22

Infosys (Senior Designer)

- Conducted user research, storyboarding, and dashboard design for digital transformation projects.
- Designed graphics and videos for educational platforms, ensuring alignment with brand standards

Nov'15 - Jan'21

My Arsenal

Design Skills

- UX Design
- UI Design
- Interaction Design
- User Testing
- Prototyping

Creative Toolset

- Miro/Mural
- Figma
- Photoshop/Illustrator
- Paper & Pen

Education

International Institute of Information Technology (IIIT)
B.Tech in Electronics & Telecommunications
CGPA - 8.01
2011 - 2015

Certification

Rhode Island School of Design
Strategic Design