

PRADYUMNA VISHWANATH

// Front-End Developer | UI/UX Design Background

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Wellington-based front-end developer with a User Experience Design master's and hands-on design practice – codes interfaces backed by research and visual design, then ships them.

// KEY SKILLS

Languages: JavaScript, Python, Java, C/C++, PHP, SQL, HTML/CSS

Frameworks & Libraries: React, GSAP, Three.js, Django

Design: Figma, Miro, InDesign, Illustrator, Photoshop, After Effects, motion graphics

UX Practice: User research, usability testing, wireframing, prototyping, journey mapping, information architecture, design systems

Other: Branding, visual identity, video editing, FL Studio

// WORK EXPERIENCE

Freelance Front-End Developer & Designer | Wellington, NZ *Jan 2024 – Present*

- > Designed and built BOOM BAP BOMBAY, a music platform and online store for an independent hip-hop label – coded the front-end in vanilla JavaScript, using GSAP for scroll and motion animation and Three.js for 3D visual elements, backed by Supabase and deployed on Render.
- > Owned the project end-to-end: brand identity, UI/UX design and motion design, then built and shipped the front-end myself, from first concept to production.
- > Also designed a logo and website for a music distribution label, and led UX analysis for IMFS, an India-based education counselling company, partnering with their in-house team to redesign and rebuild its website.

UX Designer | Consumer NZ, Wellington, NZ · University Internship *Feb 2024 – May 2024*

- > Researched the website, users and stakeholders through content audits and usability testing with current members.
- > Improved information architecture and content discoverability through user-tested wireframes, prototypes, a design system and a detailed proposal report.

UX Designer | Right Aligned Solutions, Bengaluru, India *Feb 2022 – May 2023*

- > Started as a UX researcher, then moved into Figma-based design work across an Agile, multi-project workload – building research-backed prototypes and running competitive audits.

Intern | fabcraft, Mumbai, India *May 2021 – Nov 2021*

- > Sourced new sales leads through cold calls and email, wrote content, and learned SEO/SEM fundamentals.

// ACADEMIC PROJECTS

Design System for Beatstars – Audited an existing site's patterns, typography, colour and components, then built a design system to guide a future rebuild.

Sargeant Quarterly Magazine – Designed and laid out the 2024 edition in InDesign and Photoshop, managing grid, type and flow across the issue.

Candidacy Information, Wellington Local Elections – Researched voter pain points with the current candidacy-information system and proposed an improved alternative.

Infographic Design – Tarantino's Filmmaking Style – Designed an interactive infographic with custom illustration and iconography exploring his techniques.

// EDUCATION

Master of Design (UX) | Victoria University of Wellington *Jul 2023 – Jul 2024*

Bachelor of Engineering (IT) | SIES Graduate School of Technology *Aug 2016 – Oct 2020*