

Contact

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(LinkedIn)

Top Skills

Communication

Dashboard Design

Data-Driven Insights

Certifications

Intelligent Interaction Design

Introduction to Psychology

Design Thinking

Prerna Gore

Designing systems that move numbers, not just pixels B2B SaaS, AI Products, and Fintech ex Bank of Baroda, Bosch, Accenture
Greater Bengaluru Area

Summary

My background is unusual: B.Tech in Biotechnology, 4 years as a software engineer at Accenture, then a Master's in Design at NIFT Bangalore, and Intelligent Interaction Design at IISc Bangalore. I started as a developer at Accenture, working on products for insurance and retail clients. Over time I found myself drawn to the usability gaps inside the systems we were building. That curiosity led me to study design at NIFT Bangalore and make the full pivot into product design. Today I design enterprise products at inFeedo — working across AI-assisted workflows, access control, campaign creation, action planning, dashboards, and product analytics. My work sits at the intersection of complex systems and real user behaviour: taking dense workflows, messy permission structures, and ambiguous product questions and turning them into clearer, faster product experiences. I care about design that ships, research that changes decisions, and products where the data shows it worked. Some of the work I have led or contributed to: - Scaled enterprise access from ~300 admins to 13,500+ structured admins across complex permission hierarchies- Designed Action Planning workflows that help managers convert employee risk signals into tracked, completed actions- Moved Campaigns from manual setup to Plug&Play templates and AI-assisted creation — 40.5pp drop in cancellations, 137% growth in unique clients- Used product analytics to guide build vs no-build decisions, reducing speculative development and QA effort- Served as the bank-side design point of contact for the Bank of Baroda mobile banking redesign (bob World) — 14M users, 4M DAUs, 2★ → 4.5★- Designed vessel performance reporting tools at Natobotics (VPS) — identified the mobile opportunity through research, not the original brief- Designed a healthcare predictive maintenance dashboard at Bosch, using a Biotechnology background to run sharper domain research I work best on products where the problem is not just how the interface looks, but how the underlying workflow should behave.

Experience

inFeedo AI

4 years 6 months

Senior Product Designer

April 2025 - Present (1 year 3 months)

Bengaluru

Led the 0–1 design and architecture for Campaigns. Moved campaign creation from manual setup to Plug&Play templates and AI-assisted content generation.

Campaigns

Significantly reduced campaign cancellation rates after Plug&Play launch

Grew unique Campaigns client base by over 100%

AI-assisted creation adopted by the majority of users within months of launch

Scaled to hundreds of thousands of monthly reachouts

Product Analytics

Used behavioural data, heatmaps, keyword patterns, and workflow analysis to guide build vs no-build decisions — reducing speculative development and QA effort.

Product Designer

January 2022 - April 2025 (3 years 4 months)

Bengaluru

Designing enterprise SaaS workflows across Amber — inFeedo's AI-powered employee experience platform.

Access Engine

Redesigned enterprise access management across manager hierarchies, HRBPs, demographic owners, and workspace governance.

Scaled enterprise admin users from hundreds to thousands across complex permission hierarchies

Supported a large volume of access configurations across multiple access types

Action Planning

Designed workflows that help managers convert employee risk insights into assigned, tracked, and completed actions.

Strong completion rates across thousands of actions tracked
AI-assisted creation adopted by a majority of users

Bank of Baroda

Product Designer (Consultant)

March 2021 - March 2022 (1 year 1 month)

Mumbai

Bank-side design point of contact for the bob World mobile banking redesign
— one of the largest consumer fintech redesigns in India.

Reviewed and approved designs, user flows, research synthesis, and design changes across the full product

Coordinated between bank leadership, vendor design teams, and internal development

Simplified everyday banking flows across accounts, payments, cards, deposits, and services

Supported the transition from M Connect Plus to the bob World app experience

Outcomes: 14M users at launch · 4M daily active users · App rating 2★ → 4.5★
· 85% of all BoB transactions digital within one quarter

Edit Institute

Professor/Mentor

November 2020 - March 2021 (5 months)

Mumbai

Taught Design Thinking, Visual Design, and Experience Design to the next generation of product designers.

Delivered interactive lessons and hands-on projects across core design subjects

Mentored students through concept development, critique, and real-world application

Guest lecturing, wireframing, and experience design instruction

Natobotics

Product Designer (Consultant)

October 2020 - March 2021 (6 months)

Chennai

Client: VPS (world's largest bunker fuel testing company)

Designed vessel performance reporting tools for fleet managers and ship masters.

Identified the mobile app opportunity through data analysis and stakeholder interviews — not in the original brief

Designed reporting access for vessel health, bunker alerts, maintenance data, and performance metrics

Designed dashboard redesign and mobile reporting flows

Outcomes: 5–12% fuel consumption reduction per vessel · 2× faster stakeholder decision-making

fincluS

User Experience Consultant

June 2020 - March 2021 (10 months)

Bengaluru

Designed the information architecture for a fintech mobile application from initial concept to structured framework.

Led brainstorming sessions with UI designers, strategy designers, and developers to align product direction

Built the IA foundation for a cohesive, user-centred fintech product

Worked cross-functionally across design, strategy, and engineering

Robert Bosch Engineering and Business Solutions

Product Design Intern

January 2020 - June 2020 (6 months)

India

Designed a predictive maintenance dashboard concept for healthcare asset management.

Conducted market survey, stakeholder analysis, interviews, affinity mapping, card sorting, information architecture, task flows, and validation

Designed dashboard flows for equipment health, critical alerts, maintenance history, and predictive maintenance planning

Used a Biotechnology Engineering background to run sharper domain research with biomedical engineers and hospital staff

Produced a validated design foundation before development was paused during COVID-19

Robert Bosch Engineering and Business Solutions
User Research Intern
May 2019 - July 2019 (3 months)
Greater Bengaluru Area

Conducted concept testing for an early-stage product using Design Thinking methodologies.

Ran iterative prototyping and user feedback sessions to test and refine concepts

Applied deep user engagement to surface insights that shaped product direction

Built a foundation in research-led design and cross-functional collaboration

Live plus
Freelance Product Designer
August 2018 - January 2019 (6 months)
Bengaluru

Rebranded and redesigned bottle and packaging for Live Plus, a local wood oil pressing brand.

Designed a fresh visual identity and packaging that reflected the brand's positioning and improved market appeal

Balanced aesthetic, functionality, and sustainability considerations in the packaging redesign

Accenture
Senior Software Engineer
August 2014 - July 2018 (4 years)
Mumbai Metropolitan Region

Worked on design, development, and testing of products for insurance and retail clients.

Collaborated across client requirements, development, testing, and delivery
Built a strong foundation in software systems, quality assurance, stakeholder collaboration, and product delivery

Education

Indian Institute of Science (IISc)

Intelligent Interaction Design, Human Computer Interaction · (August 2024 - January 2025)

National Institute of Fashion Technology (NIFT)
Master's degree, Design · (2018 - 2020)

Sinhgad College of Engineering
Bachelor of Technology - BTech, Biotechnology · (July 2010 - June 2014)