

# PRAVALHIKA INJARAPU

## DESIGN LEADER & STRATEGIST

Design leader with 8+ years of experience building and scaling ecosystem-scale products in high growth, high ambiguity environments. Led a team of 15+ designers to architect E2E journeys for 200M+ users, specializing in translating complex user behaviors into intuitive, high engagement interfaces. Expert in AI-powered research, modular design systems, and 0-1 product bets that drive measurable global impact.



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## EXPERIENCE

### Meesho, Bengaluru

#### Senior Design Manager | Jul. 2024 – Present

- Architected the **E2E marketplace experience for 200M+ users**, specifically optimizing for Next Billion User mental models and high-constraint environments to ensure global trust and access.
- Drove **~25% NMV/MAU uplift** by standardizing intuitive interaction patterns that prioritize user trust and system resilience across a massive, diverse marketplace.
- Orchestrated a **5-year consumer vision with C-suite leaders**, translating long-range ambiguity into shipped product pillars focused on social-led engagement and community trust.
- Scaled design velocity via **modular frameworks**, establishing shared patterns and metric-based guardrails that enabled multiple pods to run rapid experiments independently without fragmenting the UX.
- Pioneered a **GenAI-powered research ecosystem**, co-developing custom LLM tools to automate insight synthesis and reduce time-to-insight for cross-functional triads while mentoring senior talent across the org.
- Led the **0-1 strategy for Financial Services**, shaping inclusive experience models for BNPL and credit access designed specifically for users with limited traditional history.

#### Design Manager | Jul. 2022 – Jul. 2024

- Architected a **differentiated discovery ecosystem for 180M+ DAU**, leveraging behavioral psychology to improve high-intent browsing and building durable engagement levers through 0-1 **short-form video surfaces (Reels)**, contributing 3% to total volume of orders.
- Established **Post-Purchase Governance**: Defined and governed the post-order experience with reusable patterns, prioritization criteria and metric guardrails (immediate vs. long-term value), enabling pods to ship faster without fragmenting the user journey.
- Flywheel-Driven Payments UX**: Built research-backed payment levers that increased prepaid share from 8pp to 32pp by optimizing value realization and trust cues for a spectrum of diverse user cohorts.
- Scaled Quality Integrity: Launched transparency mechanisms, including **Attribute-Specific Ratings (54% adoption)**, **Virtual Try On**; to help users assess quality earlier, improving platform confidence and reducing high-friction "poor-fit" outcomes.

#### Senior Product Designer | Jul. 2020 – Jun. 2022

- Led the **end-to-end Marketplace Transformation (B2B → B2C)**, redesigning Discovery and Checkout to support a massive platform transition that delivered a **+12% Orders/Visitor uplift**.
- Designed **Gamified Retention Experiences for micro-entrepreneurs**, driving a **+22.2% engagement uplift** through interactive reward mechanics and incentive-based UX.
- Operationalized team enablement with core **designer onboarding process** and **remote testing practices**, mentoring peers to drive independent ownership and a higher craft bar across the organization.

#### Founding Product Designer | Dec. 2018 – Jun. 2020

- First design hire at Meesho**; Owned the end-to-end UX for the foundational reseller-first product, turning a functional MVP into a business-running experience for millions of small entrepreneurs.
- Built the Seller Panel** from scratch, operationalizing complex supplier workflows and reducing friction in catalog & pricing management to enable independent scaling.
- Established the Design System foundation**; Created the initial UX flows, components, and Go-To-Market (GTM) assets, enabling a lean team to move with high velocity in a high-ambiguity startup environment.

### Infosys XD, Bengaluru

#### UX Designer | Aug. 2017 – Dec. 2018

- Delivered impactful experiences by leading UX initiatives for a portfolio of clients like **Pfizer, Olam Group, and XPO Logistics**, demonstrating scalable thinking, constraint handling and domain knowledge across various industries.

## EDUCATION

IIT Guwahati

Bachelor of Design | 2013 – 2017

## EXPERTISE

### Systems & Governance:

- Modular Design Frameworks
- Post-Order Governance
- Metric-Based Guardrails
- Scalable Design Systems

### Strategic Leadership:

- Executive Vision Alignment
- 0-1 Product Strategy
- Stakeholder Influence
- X – Functional Evangelism
- Triad Leadership (P-D-E)

### Innovation:

- AI Powered Research Tooling
- Social-Led Commerce
- Behavioral Psychology

## ACHIEVEMENTS

- +80 Manager NPS | Manager of the Quarter
- Torchbearer of Innovation | Meesho Townhall Dec '25

## INTERESTS

- Storytelling
- Badminton
- Digital Painting
- Photography
- Travel