PRATIK MAKHIJA

Product and Visual Designer | Industrial Design, Print and Typography

Based in Pune, willing to relocate | Immediate joiner | Onsite OK | B.Des Product Design, UPES 2025

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Product designer who works across physical objects, print and digital products. For my graduation project I took a puzzle box from research and hand sketches to laser-cut prototypes, and tested it with 12 people. I draw and hand-letter, design in Photoshop and Illustrator, and use AI coding tools to build the web products I design.

EXPERIENCE

Product designer, Clamped (my own web product, solo) Jun 2026 to Jul 2026, public beta, now paused

A web tool that translates a whole website without breaking its layout.

- Saw that translated text changes length and breaks layouts (German runs about 30% longer, Arabic reads right to left).
- In the first version, designed a "Doesn't adapt / Adapts" switch that shows the same page breaking and then fitting.
- Started the screens in Figma Make (an AI design tool), then cut the product down to one simple flow (upload a website zip, pick a language, download it translated) and directed AI coding tools (Claude Code, Codex) to build and launch it.

Brand identity intern, Hopekay (self-care stationery startup) Summer 2024

Designed the logo, a calligraphic mark in teal and gold made in Photoshop, and revised it over several rounds of feedback from the founders. Set the brand colours and fonts, and worked on the look, layouts and packaging of its journals and planners.

PROJECTS

The Spade Puzzle, graduation project 2024 to 2025, solo

A ten-step puzzle box in wood and red acrylic, with hidden locks, a key, magnets and written clues.

- Studied collector puzzle boxes (Theory11, Bicycle, Art of Play), wrote 6 user personas and sketched ideas by hand.
- Drew the parts and laser-cut layouts in Illustrator, built an MDF prototype, then the final box in wood and red acrylic with a glossy lacquer finish.
- Ran and timed tests with 12 people. 8 solved it, 4 gave up, the fastest took about 31 minutes, and everyone used at least 1 of the 3 hints allowed. Found problems such as a loose face panel and an unclear start and end.
- Wrote the clues and the instruction card, and laid out the project presentation and posters.

Tensegrity Table (CardBalance) 2024, hand built

A table for card games. The top hangs from a chain and corner chains hold it steady. Built it in rubberwood with playing cards sealed under acrylic on the top, and made its poster in Photoshop.

Medical Waste Management in Uttarakhand, team of 4 2024, research project

Our team surveyed 64 doctors, observed a hospital, interviewed a pharmacist and visited a medical waste treatment centre in Roorkee, then proposed a pedal-operated bin and three teaching games, such as Bin It Right, a snakes and ladders game.

Lettering and typography 2023 to 2026

- Hand-lettered a blackletter alphabet (capitals and lowercase) with a broad-edge pen, and am turning it into a font.
- Typeset an essay booklet in InDesign (class exercise, 2023).

Web design projects, built with AI coding tools 2026

- Timber, a self-initiated QR table-ordering concept based on a Pune restaurant. Designed the user flows and screens for a phone menu for guests, a live waiter dashboard for 20 tables, kitchen order status and a printable QR sheet.
- Silk Lockk, my family's hair salon in Pune. Designed its website with services, prices, a gallery and WhatsApp booking.

SKILLS

Research and UX User research, interviews and surveys, user personas, usability testing (timed sessions), user flows, design thinking

Visual and print Typography, layout, logo and brand identity, packaging, hand lettering and calligraphy, posters and presentation boards

Product and making Hand sketching and rendering, exploded view drawings, laser-cut files (DXF), physical prototyping, woodworking, CMF (colour, material and finish)

Tools Adobe Photoshop, Adobe Illustrator, Adobe InDesign (basic), Microsoft Word (MS Word), PowerPoint, Excel, Canva, Figma Make (AI), Claude Code, Codex

EDUCATION

Bachelor of Design (B.Des), Product Design, UPES Dehradun 2021 to 2025

University of Petroleum and Energy Studies. Coursework included typography, packaging, materials and processes, displays and controls, furniture, product styling, semantics and semiotics, design research and design management.