



Pranshu Agarwal

Product Designer

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experience



Product Designer II

Dec'24- Present

Led design for an AI-native support experience across Intuit's app integration ecosystem, reducing resolution workflows from 3-4 days to minutes and targeting self-service resolution for up to 90% of previously manual issues.

Co-designed an AI-native app builder for QuickBooks, enabling millions of small businesses to translate natural-language intent into custom apps and workflows embedded directly within the QuickBooks ecosystem.

Co-led design for composable widget system for bank and app integrations, creating a shared interaction framework consumed across Intuit products and standardizing connection, authentication, and setup flows.

Redesigned financial-account verification flows, using real-time microdeposits, moving users from multi-day ACH verification to near-instant onboarding; 66% of early users verified in under one minute.



Associate User Experience Designer

Aug'23- Dec'24

Tesla One — Employee Experience: Led 0→1 product and UX direction for Tesla One, consolidating 40+ employee tools into a modular mobile platform serving 70,000+ employees across roles, functions, and geographies.

Tesla for Business: Led UX for Tesla's B2B fleet platform, unifying vehicle acquisition, assignment, monitoring, charging, and service workflows for enterprise customers.

Identity & Account Systems: Designed a unified authentication and permissions framework across Tesla's consumer and enterprise products, standardizing access patterns for millions of users across web, mobile, and internal systems.



User Experience Design Intern

Aug'22- Dec'22

Designed the accessory shop experience for Tesla's B2B customers and energy-management workflows across Tesla's commercial ecosystem, including tools for managing solar products and Tesla Semi fleet at scale.

Contributed interaction patterns to design system across Tesla Mobile, Web, Software and Vehicle interfaces.

selected projects



Design Strategist

Jan'23- Jun'23

Explored how digital products could encourage a more intentional relationship with technology through a speculative hardware-and-software ecosystem.



UX Design Strategist

Jan'22- Mar'23

Concepted a next-generation hotel operating experience connecting guest and staff touchpoints across the property.

education

SCAD Savannah College of Art and Design

BFA, User Experience Design

2019- 2023

Graduated with Summa cum Laude honors

expertise

Product Design · AI Interaction · Systems Design · Product Strategy · Prototyping · User Research · Information Architecture · Generative UI · Agentic UX

recognitions

 Red Dot Design Award Winner + Honorable Mention  European Product Design Awards ×3

 Core77 Design Awards ×5+  International Design Awards (IDA) ×10+

 Indigo Design Awards ×50+  Fast Company Best Student Designs 2022