



PRANAY SHEDGE

PROFESSIONAL RECOGNITIONS EARNED TILL DATE



Core Value Champion 2019



Numero Uno Award 2017



Core Value Champion 2016



Innovation Award 2016



Culture Spot Award 2011



Dream Team 2008

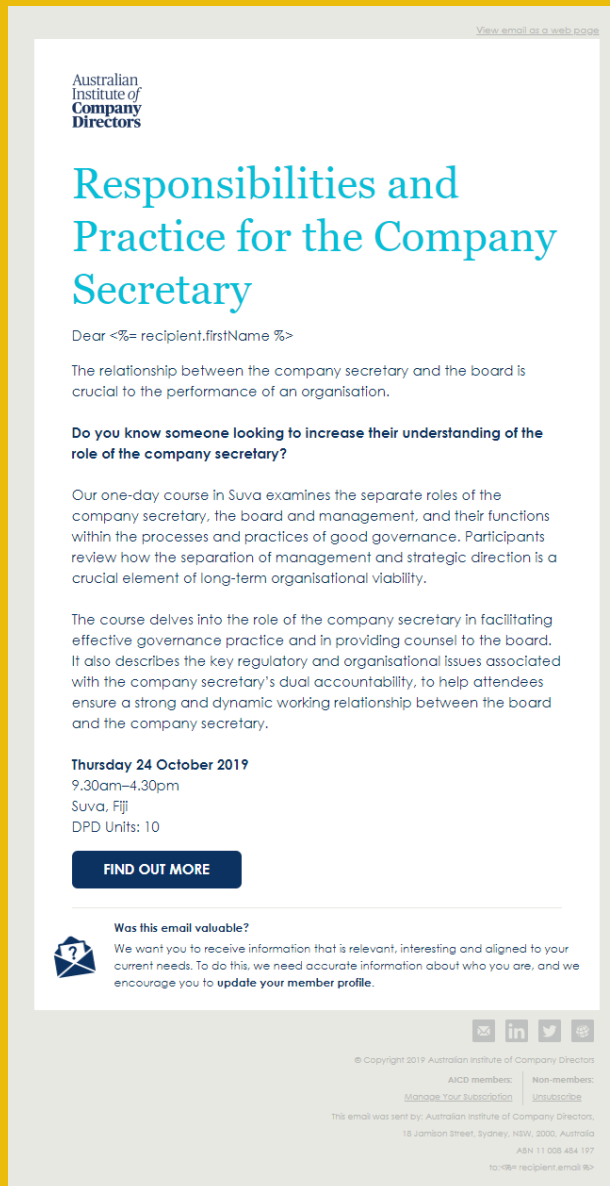
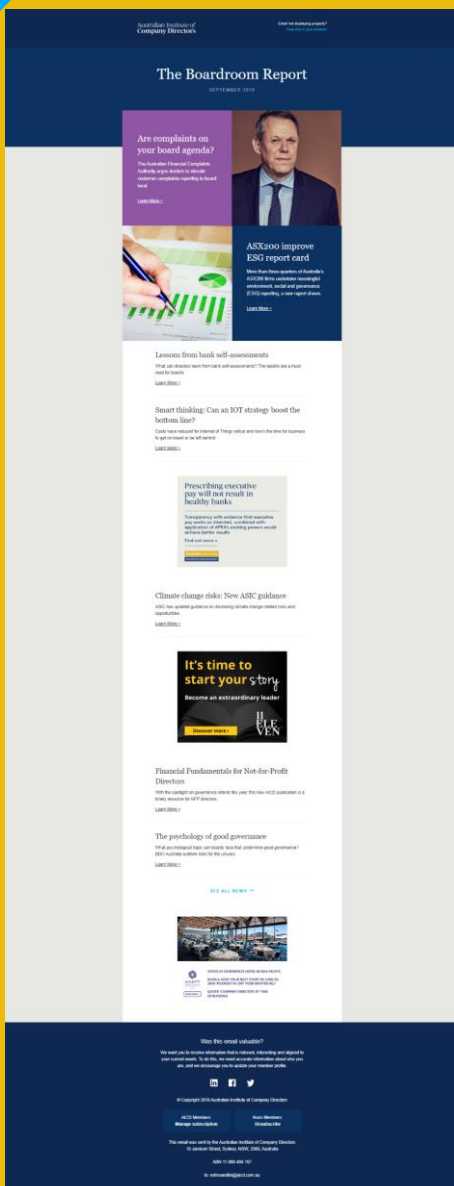


Dream Team 2010



Star of the business

PORTFOLIO >



- Marketing automation
- Strategy planning
- Emailer Designing
- Audience building
- Hero image testing
- A/B Testing
- CTA Testing
- Subject line testing
- Reports/Analytics
- Campaign effectiveness review & learnings with clients

NEXT >

Conversions & Email Marketing



PROJECT: FIAT, MOTOROLA, MONDELEZ

SOCIAL MEDIA MARKETING

Campaigns

- Ad-banner design & management
- Programmatic & Paid advertising
- Facebook, Instagram & 3rd party websites
- Skin/login banners
- Offers/Promotions
- Standard banners & Rich media
- Brand Identity guidelines & IAB
- Dynamic advertisements / Always ON promotions

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Home Page slider



Amazon: Mondelez



Third party website skin



Standard animated banners



Text only dynamic banners



Fully dynamic banners (DCO)



Rich Media Fiat



Motorola Home Page Banners



Website Images



- Sales presentations
- MDO presentations for iPad
- Client visits
- Infographics
- Designing



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NEXT >



UX Analysis

PROJECT: FIAT

UX & UIC ANALYSIS

- User behavior analysis
- Scroll depth & Heatmaps
- Sentiment analysis
- Interactions
- Comparative analysis

NEXT >

<https://www.fiat.com/pl/wybierz-swoj-model/oferta/pobierz-katalog>

- **Car Models:** Amongst all the car models displayed, visitors have shown good interest in Giulia Q and Stelvio. Visitors have also shown interest in checking their prices and catalogue as well.
- **Comparing factors:** Visitors have been more interested in knowing the **price** of the car models in comparison to checking the **catalogue** across all models.
- **Statistics:** Price check for both the below sections take into consideration about 31.54% of total clicks registered on the entire page.

Key elements of the page: Giulia Q, Stelvio & model prices

Total pageviews registered since 16-January, 2018: **9,650**

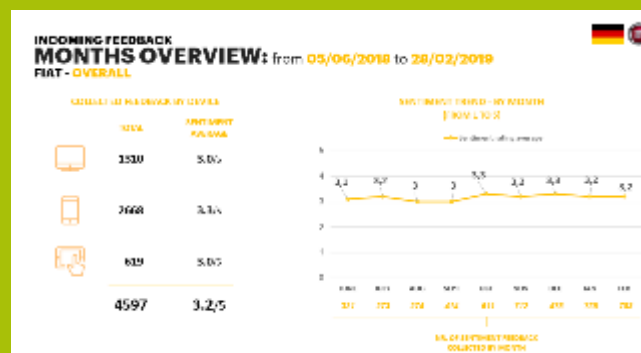
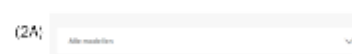
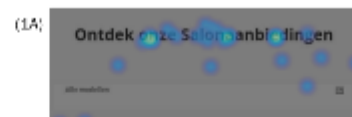


INTERACTIONS

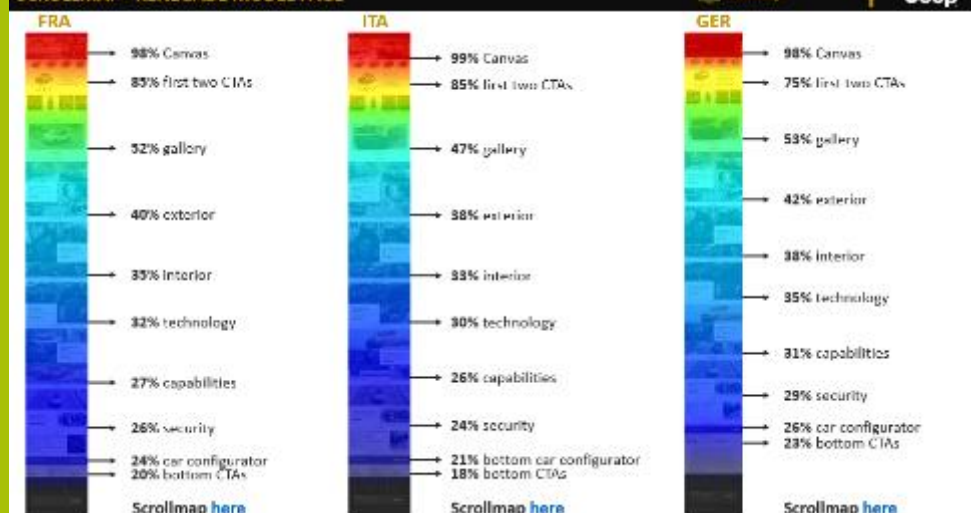
1. Users clicked on static text instead of clicking on the model filter drop-down menu. Thus users seem confused.
2. Overload of content for the end user
3. Clicks registered below 1% for all devices of the model filter drop down menu.(1B)
4. Heatmaps desktop (1A), Mobile (1B)
5. Current design (2A)

Suggestions

1. Design solution (2B)
2. Here we can decrease the user confusion rate by highlighting the button with solid color and adding the text **'select model'** instead of **'All models'**
3. Using this filter menu user can see less content(few models). So there is a chance to scroll till bottom of the relevant page.



SCROLLMAP - RENEGADE MODEL PAGE





Print & Designing

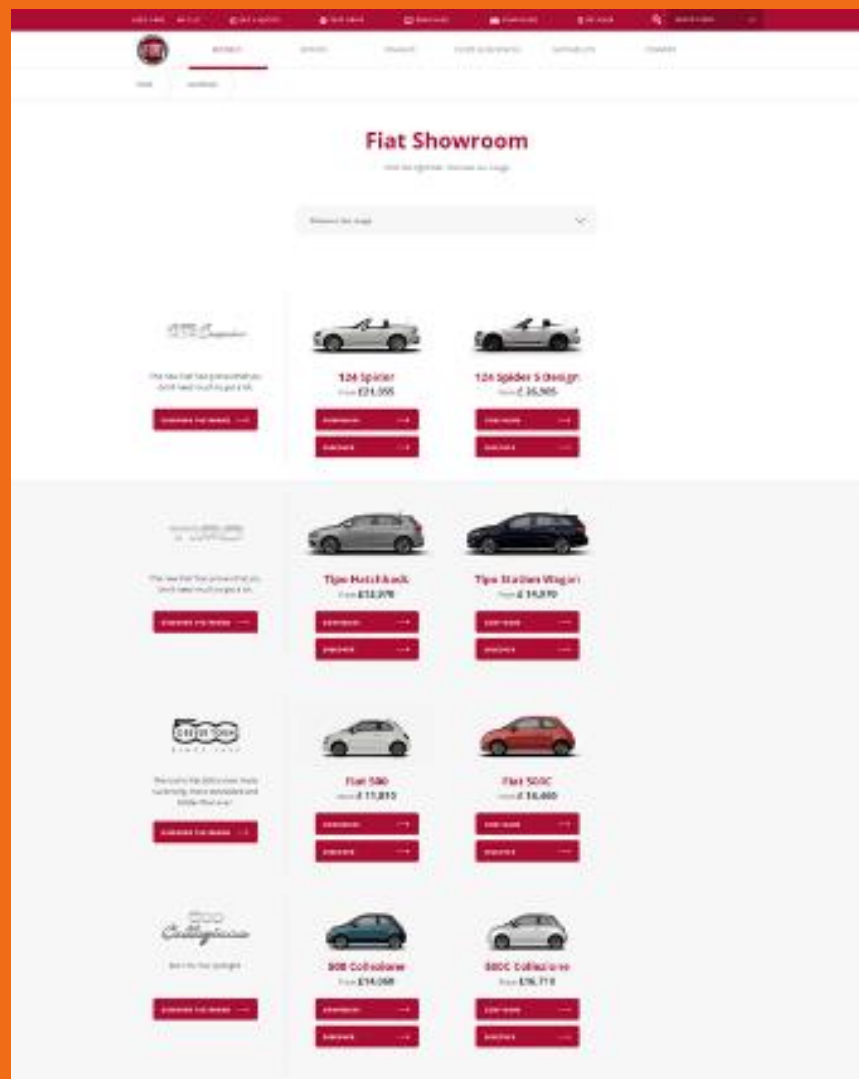


FLOOR BRANDING & DESIGN

- Working with Large sized prints & critical journals
- Wiley Publishing, LWW, Elsevier for medical journals (lineart and halftones)
- Working closely with proof readers and pica units

NEXT >





- B2B & B2C Sites
- Content Management systems – ATG, AEM, Wordpress
- Campaign Management
- Creation/updation
- Optimization
- Motor show & critical model launches
- Change requests

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