

Prashanthraju N

Design Consultant / BA

Contact: +91 9398912710

Email: Prashanth950265@gmail.com

Portfolio: <https://www.behance.net/prashnanarva>

LinkedIn: <https://www.linkedin.com/in/prashanth-n-bba136377/>

PROFESSIONAL SUMMARY:

- Lead design innovation initiatives to explore and implement AI/ML solutions that redefine user engagement and product experiences.
- Prototype and test adaptive UIs that change in real-time based on AI model outputs, user behavior, and contextual cues.
- Design UX flows for predictive systems such as behavior tracking, intent prediction, and smart automation tools powered by AI.
- Proven ability to function in an Agile environment in a cross-discipline, open, and creative team.
- UX expert who is very creative and meticulous.
- Independent and capable of overseeing numerous UX projects Expertise in working with industry standards.
- prototyping and visualization tools, processes and procedures
- Experienced about guiding product design from early concept to ultimate implementation.
- Knowledgeable about research procedures and adept at using them to inform design choices.
- Excellent at describing and communicating the designs to developers, testers, project managers, senior leadership, and other designers.
- Especially skilled with web-based apps and large amounts of dynamic material. Also proficient with user experience, UI design, and architecture.
- Expert at developing and running user experience (UX) processes to investigate and evaluate new concepts, features, and products.
- Strong understanding of current design trends, as well as the benefits and limitations of online and mobile design technology
- Background in extensive worldwide travel, extremely at ease working with and in many cultures.
- Fluent in design and prototyping techniques, principles, and tools like Sketch, Figma and Adobe Suite
- Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks, and associated design tools
- Creative and Innovative outlook towards problems
- Developing high-level and/or detailed storyboards, creating mockups and interactive prototypes to effectively communicate interactions.
- Strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook techniques.

- Gauging the usability of new and existing products and making constructive suggestions for change.
- Designing user interaction models, workflows, and user interfaces for cross-device experiences.
- Understand product requirements clearly and create wireframes and prototypes to communicate the look and feel of the UI before it is developed.
- Ability to design and build UI flows based on user persona and work quickly and iteratively with product managers / SMEs to design high fidelity prototypes that are indicators of how a user interface looks.
- Act at all levels of the product development lifecycle, in alignment with the product development team i.e., Ideation to re-designing existing products.
- Accessibility Testing/WCAG 508 Compliance

Education Details

- **Bachelor of Engineering In Mechanical Engineering** from, Sreenidhi institute of science and technology University, Hyd, India (2014 to 2018)

Technical Skills:

UX Research Skills:

User-Centered Design	Design approach focusing on end-users' needs and experiences
Interaction Design	Designing how users interact with a product or system
Prototyping & Wireframing	Creating visual representations to test and iterate designs
User Research	Gathering insights into user behaviors and preferences
Contextual Inquiry	Studying users in their real-world context
Heuristic Evaluation	Systematic inspection of a user interface for usability
Usability Testing	Evaluating a product's usability with real users
User Interviews	Conversations with users to understand their perspectives
Affinity Diagrams	Organizing and visualizing ideas from user research
User Personas	Fictional characters representing user segments
Card Sorting	Organizing information for better navigation
Storyboarding	Visual storytelling to understand user experiences
Accessibility Testing	Ensuring products are usable by individuals with disabilities
DesignOps	Collaborative practices to enhance design processes
UX Writings	Crafting clear and effective text within user interfaces

DESIGN TOOLS

Figma	Figma offers flexibility in vector manipulation through vector networks, enabling the connection of multiple lines.
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Adobe XD	XD supports both Mac and Windows, while Figma is compatible with Mac, Windows, Linux, and Chrome OS.
Adobe Illustrator	Known for creating SVGs, exporting in various sizes, and seamless integration with Adobe Illustrator workflows.
Adobe Photoshop	A versatile tool for UI/UX design with features like artboards; commonly used alongside Illustrator and Sketch.
Adobe After Effects	Primarily used for motion graphics and animation, not a dedicated UI/UX design tool.
InVision	Facilitates collaboration with cost-effectiveness; compared alongside Figma, Adobe XD, and Sketch
Sketch	A popular UI design tool with versions for Mac and Windows, widely compared with Figma and Adobe XD
Balsamiq	Specializes in wireframing and low fidelity prototyping for quick ideation and collaboration.
Canva	An easy-to-use graphic design tool suitable for a wide range of design needs.
UXpin	A design tool with features for wireframing, prototyping, and collaboration in UX/UI design projects.
Miro	A collaborative online whiteboard platform for visual collaboration and ideation.
Whimsical	Offers a suite of visual collaboration tools, including wireframing, flowcharts, and mind maps.
HTML & CSS	Not design tools, but essential languages for web development, defining structure of web pages.

OTHER SKILLS

Design Skill/Concept	Description
User Experience Design	Enhancing user satisfaction by improving the usability and accessibility of a product.
User Interface Design	Crafting visually appealing and functional interfaces for digital products.
Design Thinking Process	Problem-solving approach that emphasizes empathy, ideation, and prototyping in creating innovative solutions.
Consistency in Design	Maintaining uniformity in design elements for a cohesive and user-friendly experience.
Design Principles	Fundamental guidelines governing effective and aesthetically pleasing design.
Flexibility in Design	Adapting design elements to different contexts and user needs.
Communication	Conveying design concepts and ideas clearly to team members and stakeholders.
Attention to Detail	Meticulous focus on small elements to ensure a polished and professional design.

Time Management	Efficiently allocating time to meet design deadlines.
Problem Solving	Analyzing challenges and finding creative solutions in the design process.
Customer Focus	Prioritizing the needs and preferences of the end users in design decisions.
Logo Designing	Creating unique and recognizable visual symbols to represent a brand.
Packaging Design	Designing attractive and functional packaging for products.
BA Skills	Gen AI, Excel, Tableau, Power bi, Advanced Excel, Python, jira, APi,UML, Activity diagrams , Spring Planning ,Good Communication , Agile Methodology.

Certifications:

- **Professional Certificate in UI UX Designing from** Digital Lync Technologies Pvt Ltd
- **Advanced Certificate in Innovation & Experience Design from** Interfacely
- **Human Computer Interaction Certificate from** Interaction Design Foundation (IxDF)
- **UX Portfolio Creation Certificate from** Interaction Design Foundation (IxDF)
- **Qualitative & Quantitative User Research Certificate from** Interaction Design Foundation (IxDF)
- **UI Design Patterns for Successful Software Certificate from** Interaction Design Foundation (IxDF)
- **Design for the 21st Century by Don Norman Certificate from** Interaction Design Foundation (IxDF)

PROFESSIONAL EXPERIENCE:

Company:MFSG(MomentumfinanceServicesITD)

June 2025– Till

Role: Lead UI Consultant /BA

Responsibilities:

- Provide and execute research plans that support both user needs and company objectives. Determine the project's main research questions, goals, and acceptable techniques.
- Work closely with stakeholders, including product managers, designers, and business leaders, to understand project requirements, user needs, and business objectives. Translate these into actionable research plans.
- Design and execute a variety of research methods, including qualitative and quantitative approaches such as user interviews, surveys, usability testing, field studies, and analytic review.
- Develop detailed user personas and segmentation based on research data to represent different user groups and their needs effectively.
- Create comprehensive research reports and presentations that clearly communicate findings, insights, and recommendations to stakeholders. Tailor communication to different audiences to ensure clarity and impact.

- Contribute to the development and refinement of research methodologies and practices within the organization. Share best practices and innovative approaches to user research.
- Provide strategic input that influences product development and business decisions. Use research findings to drive user-centered design and improve overall user experience.
- Assess the impact of research on project outcomes and business objectives. Measure the return on investment (ROI) of research activities and demonstrate their value to the organization.

Environment: Usability Testing, Card Sorting, Conducting User Interviews, Heuristic Evaluation, User Testing, A/B Testing, Design Thinking, Prototyping, Wireframing, Storyboarding, User Personas, Empathy Mapping, Figma, Fig Jam, Miro.

Company: ITROPE Technologies

Feb 2024 – May 2025

Client: GSK, Bengaluru, India

Role: UX Design Consultant

Responsibilities:

- Gather insights from healthcare professionals, patients, and stakeholders to understand their needs, behaviour, and pain points.
- Perform usability tests on designs and prototypes to evaluate their effectiveness and gather feedback.
- Create intuitive user interfaces and experiences for applications, websites, or devices, ensuring they meet the needs of users in a healthcare context.
- Develop clear information structure to help users navigate complex data such as medical information and dosage guidelines.
- Develop visual designs that align with the pharmaceutical company's branding while ensuring clarity and accessibility for users.
- Create high-fidelity prototypes to demonstrate functionality and design intent, facilitating feedback and iteration.
- Develop training tools and programs for healthcare providers to improve their understanding of products.
- Use feedback and analytical data to continuously improve designs, ensuring they evolve based on user needs and technological advancements.
- Keep abreast of industry trends, design tools, and user experience best practices, especially within the pharmaceutical field.
- Design products that are accessible to all users, including those with disabilities, in compliance with relevant guidelines like WCAG guidelines
- Plan and execute various research methods, including interviews, surveys, usability testing, and field studies to gather qualitative and quantitative data.
- Prepare detailed reports and presentations that communicate research findings to stakeholders clearly and compellingly.

- Collaborate closely with UX designers and product teams to translate research insights into actionable design recommendations.
- Keep up with industry trends, best practices, and emerging research methodologies to enhance research effectiveness.

Environment: Usability Testing, Card Sorting, Conducting User Interviews, Heuristic Evaluation, User Testing, A/B Testing, Design Thinking, Prototyping, Wireframing, Storyboarding, User Personas, Empathy Mapping, Figma, Fig Jam, Miro.

Company :Omnicom Hyderabad, India

May 2022 – Jan 2024

Client: Vista-print

Role: Senior UI/UX Designer

Responsibilities:

- Apply design thinking and manage the end-to-end user experience of your projects by working closely with the tech lead, product owner, and other UX designers.
- Design conceptual sketches, to wireframes, and high-fidelity mockups, including interaction guidelines and prototypes based on the project's needs.
- Work with Product Owners to combine business insights, research, and feedback to develop user scenarios, use cases and high-level requirements for your projects.
- Ensure that research and usability testing are included in the design process where appropriate, leveraging the learning gained to improve the quality of designs.
- All ADA tests are aimed to bring satisfactory results on the WCAG 2.1 Level AA guidelines.
- Design a consistent and adaptable platform-based approach to user experience within a technology-driven and software-as-a service (SaaS) based environment.
- Contribute to and collaborate on our shared component and interaction pattern library to keep our product experiences cohesive and unified.

Environment: UI, UX, User Research, Design Thinking, Interaction Design, User Personas, Usability Testing, Heuristic Evaluation User Centered Design, Adobe XD, Figma, Sketch, Miro, Whimsical

Company/Client: ELSOFTCODE TECHNOLOGIES

Dec 2018– April 2022

Role: UX Designer

Responsibilities:

- Consulting with clients to understand their goals.
- Explaining user research results to internal and external stakeholders
- Developing personas and usage scenarios
- Conducting usability testing
- Creating wireframes, storyboards, sitemaps, and screen flows

- Creating product prototypes
- Analyzing user feedback and activity and iterating to enhance the user experience.
- Assisting with content development
- Conducting competitor and customer analysis

Environment: User Interface Design, User Experience Design, Figma, HTML & CSS, User Centered Design.
