

PRATHAP SHETTY

Product Designer · Enterprise Platforms & Consumer Apps

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PROFESSIONAL SUMMARY

Product designer with an **18 year** background in business systems analysis, UAT, QA and quality engineering across **banking, financial services, and EdTech**, now applied end to end as a designer, from kickoff and problem framing through **research, personas, journey mapping, user flows, information architecture, low and high fidelity design, prototyping, usability testing, and developer handoff**. My design work spans **enterprise platforms and consumer apps**, an academic marketplace, entry level job search, and conversational ordering.

I work best where the system is complicated. Eighteen years inside **regulated financial platforms**, payments, lending, fraud, and digital banking, taught me to design for edge cases, failure modes, and real engineering constraints, and to carry a decision through workshops, stakeholder review, and handoff. My EdTech work began in 2008 validating Pegasus, a K-12 learning and assessment platform built for Pearson Education, across administrator, instructor, and student roles.

I have worked on **AI products** from both ends, **designing** a conversational ordering experience end to end and **evaluating** two production GenAI platforms inside a regulated bank, covering retrieval quality, grounding, citation accuracy, and how an interface behaves when the model is wrong. I also use AI in the design process itself, with **Claude, Claude Code, and Claude Design alongside Figma, Figma Make and Figma Agent, OpenAI Codex, and UX Pilot**, to prototype faster and explore more concepts, while product thinking, design decisions, and validation stay my own. **Certified in Product Design by CareerFoundry across three streams (Intro to Product Design, Product Design Immersion, UI Specialization)** and Agile Scrum certified (PSM I).

CORE SKILLS

- **Product Design:** User centered design (UCD) methodologies and usability principles · User research, surveys, and interviews · Competitive analysis · Personas, empathy maps, and journey mapping · Workshop facilitation · Information architecture and card sorting · Wireframing, prototyping, and high fidelity design in Figma · Responsive and mobile first design · Usability, preference, and A/B testing · Heuristic evaluation · Accessibility and inclusive design (WCAG 2.1 AA) · Developer handoff
- **Design Systems:** Token architecture, primitive and semantic tiers with aliasing · Figma variables, modes, and scopes · Component sets, variants, and properties · Auto layout and responsive resizing · Library publishing, versioning, and adoption · Naming conventions and library hygiene · Component documentation and usage guidance · Design to development handoff and QA of implemented components · Accessibility built into the system (WCAG 2.1 AA)
- **AI and Design:** Claude, Claude Code, and Claude Design with MCP integrations · Figma Make and Figma Agent · OpenAI Codex, UX Pilot, Copilot, ChatGPT, Gemini, MidJourney · Conversation design and prompt based interaction patterns · Human and AI collaboration, grounding, citation,

SELECTED PRODUCT DESIGN WORK

Full case studies at prattshetty.com

SchoolConnect *[Nov 2024 – Nov 2025]*

CareerFoundry · Lead Product Designer · EdTech, two sided marketplace for expert led academic guidance · Responsive web and mobile (solo project, 0 to 1)

- Designed a marketplace connecting international students with verified academic experts, owned from business requirements through developer handoff.
- Grounded the work in 10 surveys and 4 interviews, built 3 personas across both sides of the marketplace, and validated navigation with a closed card sort that moved Help and Contact out of Settings into a dedicated Help Center.
- Tested with 6 users and shipped 9 documented fixes, including a pricing change after participants rejected paid standalone chat, a business model correction that came out of usability testing rather than opinion.
- Ran **preference testing with 12 participants** (58/42) to settle a contested layout decision with evidence.
- Built the **V2 design system** in Figma on a two tier token architecture, primitive color ramps aliased to semantic surface, text, and border tokens, so a palette change propagates without touching a screen.
- Standardised the **component library** on auto layout, components, and variants across buttons, inputs, cards, and navigation, and verified every color pair against **WCAG 2.1 AA** using Stark.
- Delivered a complete handoff package with specs, tokens, and documented edge cases.

Tim Hortons AI Ordering Chat *[Jun 2024 – Nov 2025]*

CareerFoundry · Product Designer, end to end · Conversational UX and GenAI concept, iOS (solo project, 0 to 1)

- Designed a **chat first ordering experience**, including prompt patterns, recovery, and confirmation, built on app store review mining and a **journey mapping workshop** I facilitated with VPs, engineers, and real users.
- Designed for the failure cases conversational concepts usually skip: misunderstood intent, out of stock items, mid order changes, and cancellation. Usability testing cut reordering **from 4 steps to 2**.
- Built to Apple HIG standards with SF Pro, 44pt touch targets, and native sheets.

Indeed Entry Level Redesign *[Oct 2025 – Feb 2026]*

CareerFoundry · Product Designer, UI · Design system concept, mobile first (solo project)

- Redesigned entry level job search around one research insight: doubt about eligibility, not filtering, is what makes new graduates abandon applications.
- Defined the **type scale, two token based palettes, and a component library** built on variants and auto layout so the same components carried across breakpoints. Testing led to career stage grouping and a guided 3 step apply flow.

PROFESSIONAL EXPERIENCE

Senior Lead Consultant · Business UAT Lead

Virtusa (Client: BMO) · Feb 2023 – Present

- **Nova, GenAI operations assistant (2025 to present):** leading UAT for a production GenAI chat assistant serving lending operations and business LOB teams, evaluating retrieval quality, grounding, citation accuracy, and profile based entitlement.
- **Aura, GenAI credit underwriting (2025 to present):** leading UAT for a production platform that consolidates multiple lending systems into a single underwriting view where operations and business LOBs review, adjust, and approve before customer release.
- **My Accounts platform (2023 to 2025):** business UAT lead for a new payment portal for leasing clients on web and mobile web, covering UI and chatbot validation.
- Led post conversion testing for the Bank of the West cash management conversion, and end to end SIT across FIS Global APIs, owning test strategy, planning, and execution through release.
- Facilitated UAT, pre-production, and production pilot activities with product management and business LOBs, working with **100+ team members** across releases.

Software QA Engineer

SS&C Technologies (Precision Lending) · Jan 2022 – Feb 2023

- Business QA and UAT for the Precision mortgage loan management system, lending module and web portal.

and error recovery · Evaluating GenAI products in production

- **Systems and Strategy:** Business systems analysis · Requirements and user stories · API analysis and data mapping · Data informed design using product analytics · UAT and E2E strategy · Agile, Lean UX, and design sprints · Sprint planning and backlog prioritization · Stakeholder management · Risk and compliance in regulated environments (BSA/AML, fraud)
- **Collaboration and Facilitation:** Cross functional partnership with product management, engineering, and research · Business and operations stakeholder alignment · Workshop facilitation and requirement elicitation · Design critique and peer review · Coaching and training teams on process and quality standards · Technical liaison across API, database, and backend teams · Onshore and offshore team leadership
- **Tools:** Figma, FigJam, Miro, Framer, Lyssna, UXTweak, Stark · Jira, Azure DevOps, Confluence · Adobe Analytics, Power BI, SQL, Power Automate

EDUCATION AND CERTIFICATIONS

- CareerFoundry, Product Design, 3 certifications: Intro to Product Design · Product Design Immersion · UI Design Specialization (2024 to 2026)
- Professional Scrum Master I (PSM I), Scrum.org · Lean Agile and Kanban, LeanDog · Prompt Engineering, Virtusa · Figma UI UX Design Essentials, Udemy (2024)
- Bachelor of Engineering, Electrical and Electronics, VTU, India

Lead QA Analyst

Atyeti (Finastra Loan IQ) — end to end QA for a syndicated lending integration. · Oct – Nov 2021

QA and Business Analysis Lead

KForce (Client: Farm Credit Bank of Texas) · Sep 2018 – Aug 2021

- Led QA and UAT for 4 cash management products and Finastra Loan IQ syndicated lending integrations, including automation. SME for ACH and Lockbox API analysis.

BSA and QA/UAT Lead · Digital Banking (Selected Project)

SLK America (Client: M&T Bank) · Jul 2013 – Aug 2018

- Core member of the bank's digital transformation covering online banking, native iOS and Android apps, and the Mobile NextGen UI upgrade.
- Ran stakeholder workshops and wrote user stories in collaboration with design and product teams. **This is where my design practice began.**
- Partnered with the UX team using Adobe Analytics, turning platform split and feature usage data into design decisions.
- Bridged product, engineering, and vendor teams on database mapping, mainframe systems, and API behavior for deposits and payments, covering failure modes and data dependencies.
- Led a **15+ member** onshore and offshore team, and built the team's testing practice through hands on training and process coaching.

Senior Software Test Engineer

SLK Software (Client: Fifth Third Bank) · Sep 2010 – Jun 2013

- Commercial ACH and wire transfers, payments, and fraud detection systems.

Senior Test Engineer · EdTech

Excelsoft (Client: Pearson Education) · Mar 2008 – Sep 2010

- **Project Pegasus:** end to end validation of a K-12 online learning and assessment platform Excelsoft built and delivered for Pearson Education and its school customers.
- Covered the full teaching and learning lifecycle: admin console and course setup, instructor and student enrolment, course launch, assessment delivery, and grade display across roles.
- Worked the platform from all three points of view, which is where I learned that a learning platform is really three products sharing one system, and that the seams between them are where the experience breaks.