

PRITHVIRAJA RAMESH

Product Designer | UI/UX Designer

+91 96881 65220 · prithviraja8714@gmail.com · prithvi.super.site · Thiruvaur, Tamil Nadu

5 Years · SaaS · Fintech · EdTech · Scheduling | Figma · Design Systems · UX Strategy · Developer Handoff

PROFESSIONAL SUMMARY

Product Designer and UI/UX Designer with 5 years of experience building user-centered digital products for SaaS, fintech, edtech, and scheduling platforms. Skilled in the full UX lifecycle — research, wireframing, prototyping, design systems, and Figma-based developer handoff. Strong cross-functional collaborator who partners with PMs and engineers to ship scalable, accessible, responsive interfaces. Front-end fluency in React.js and HTML/CSS bridges design and development for faster, higher-fidelity delivery.

CORE SKILLS

Product Design

End-to-End UX · Product Thinking · Information Architecture · User Flows · UX Strategy

UX / UI

User Research · Wireframing · Prototyping · Interaction Design · Usability Testing · Accessibility

Design Systems

Component Libraries · Design Tokens · Style Guides · Figma · Responsive Design · WCAG

Tools

Figma · FigJam · Adobe XD · Framer · Webflow · Sketch · Maze · Miro · Canva

Front-End

HTML5 · CSS3 · JavaScript · React.js · Bootstrap · Git (supporting strength)

Collaboration

Cross-functional Teams · Agile / Scrum · Developer Handoff · MVP Scoping · Design Reviews

PROFESSIONAL EXPERIENCE

Product Designer · [Askin Softtech](#) Jan 2023 – Present

- Owned end-to-end product design for four SaaS platforms — spanning fintech, edtech, scheduling, and quiz/learning — from UX research and user flows through high-fidelity Figma prototypes and developer handoff.
- Designed multi-role interfaces (Institution, Admin, Student) for Certinate, a digital credential management platform, streamlining approval workflows and automating certificate issuance to reduce operational friction.

- ▶ Built and maintained a scalable design system with reusable components, typography tokens, and color variables, improving UI consistency and accelerating developer handoff across the product suite.
- ▶ Applied UX research insights on Tradeoff (investment platform) to redesign onboarding and dashboard flows, reducing cognitive load and improving first-session clarity for new users.
- ▶ Crafted end-to-end scheduling UX for AppointPath — covering booking, waitlist, staff management, and notifications — and introduced a guided feature tour that improved first-time user adoption.
- ▶ Collaborated in Agile sprints with PMs and engineers to define MVP scope, conduct usability testing, and iterate rapidly — consistently delivering polished, developer-ready prototypes.

Graphics Designer · HKAL Group 2019 – 2022

- ▶ Designed brand identities, marketing collateral, and digital assets for multiple sub-brands, ensuring visual consistency across print and digital channels.
- ▶ Executed performance-driven digital marketing campaigns (Google Ads, Instagram, Facebook), using A/B testing to refine ad visuals and improve conversion rates.
- ▶ Collaborated with marketing and product stakeholders to align design output with business objectives and campaign deadlines.

Web Developer · Sysmedac Technology 2018 – 2019

- ▶ Built responsive, accessible web interfaces using HTML5, CSS3, JavaScript, and Bootstrap — translating design mockups into pixel-perfect front-end components.
- ▶ Developed and launched a WooCommerce e-commerce platform with integrated payment gateways, improving product browsing UX and increasing site engagement.
- ▶ Partnered with UI/UX designers during reviews to provide front-end feasibility input, streamlining handoff and reducing implementation rework.

SELECTED PROJECTS

Certinate — Digital Credential Management Platform · SaaS

- ▶ Led UX research and stakeholder interviews to define information architecture for three distinct user personas — Institution Admin, Super Admin, and Student.
- ▶ Designed onboarding flows, role-specific dashboards, and credential issuance workflows that simplified complex multi-step processes into intuitive, linear experiences.
- ▶ Established a comprehensive design system with reusable Figma components, reducing handoff friction and ensuring UI consistency across all product surfaces.

AppointPath — Appointment Scheduling SaaS · End-to-End UX

- ▶ Mapped and redesigned full booking, cancellation, waitlist, and staff-management user flows — eliminating unnecessary steps and improving task-completion rates.
- ▶ Designed a first-time user onboarding experience and contextual feature tour, improving new-user orientation and reducing early drop-off.
- ▶ Improved calendar customization and notification UX for service providers, balancing feature richness with interface simplicity.

Rural Bus Booking App — Personal UX Case Study · Mobile & Desktop

- ▶ Conducted competitive analysis and user research to define three personas; created journey maps and task flows covering search, seat selection, booking, and cancellation.
- ▶ Progressed from low-fidelity sketches to a fully interactive Figma prototype, ran usability testing, and iterated on navigation and visual hierarchy based on findings.

Tools: Figma · FigJam · Miro · Notion · Google Forms

EDUCATION

- **Bachelor of Computer Applications (BCA)** 2015 – 2018
Bharathidasan University, Tamil Nadu, India

CERTIFICATIONS

- **Design Thinking in Enterprise** — IBM 2025
- **Motion Design in UI/UX** — ZTM Academy 2025

TOOLS & TECHNOLOGIES

Design & Proto

Figma, FigJam, Adobe XD, Framer, Webflow, Sketch, Maze, Miro

Graphic Design

Adobe Photoshop, Adobe Illustrator, Canva

Research

Maze, Google Forms, Notion, NotebookLM

Front-End Dev

HTML5, CSS3, JavaScript, React.js, Bootstrap, Git, WordPress

Productivity

Jira, Notion, Slack, Google Workspace, Figma Dev Mode