

ADITYA KR PRASAD

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience shaping scalable digital products across SaaS, startups, and agency environments. I combine user-centered design, product strategy, and business thinking to turn complex problems into intuitive, high-impact experiences that drive usability, engagement, conversion, and growth. Strong across UX strategy, interaction design, visual design, complex workflows, and design systems, with experience leading products from discovery and research through prototyping, validation, and developer handoff.

SKILLS

Design Skills: Product Strategy · UX Strategy & Research · End-to-End Product Design · Interaction Design · Information Architecture · Complex Workflows · Prototyping & Usability Testing · UI & Visual Design · Design Systems · SaaS & Dashboard Design · Conversion & Engagement · Design-to-Development

Tools: Figma, Framer, ProtoPie, Adobe Creative Suite, Canva **ETC**

Certification: UI/UX Specialization, Accenture Product Design Sprint, Product Design Specialization **ETC**

RELEVANT EXPERIENCE

UX/UI Designer Product *Meru Land X [Collabglam](#) LLC (Enoylity Media Creation LLC)* Aug 2025 - June 2026

- Led end-to-end UX for 35+ features across 10+ modules and 80–120+ screens, covering Brand & Creator Dashboards, Campaign Management, Influencer Discovery, AI Campaign Creation, InsightOS, Contracts & Payments, Wallet, Media Kit, Inbox & Notifications.
- Led the product-wide UX revamp, simplifying information architecture and high-value journeys across discovery, campaign creation, creator collaboration, payments, and account management—designed to improve activation, engagement, and conversion.
- Conducted 15–20 stakeholder interviews, 5–10 usability tests, and 20+ user feedback sessions, using findings to prioritise friction reduction and improve critical workflows. Usability testing indicated ~30–50% lower task time and ~20–35% higher task completion, with an estimated ~15–25% reduction in support intervention.
- Redesigned campaign creation, influencer discovery, invitation, and payment workflows, projecting ~10–20% higher campaign activation and ~8–15% improvement in paid-plan conversion by reducing decision friction and shortening the path to core value.
- Designed scalable product patterns and owned the Design System, improving consistency across modules and reducing design/development rework by an estimated ~20–30%, while collaborating with PMs, engineers, designers, and QA through implementation.

UI/UX Designer & No Code Developer *Domingo Designs* Mar 2024 - July 2025

- Building scalable design systems and interactive prototypes in Figma, focused on usability, engagement, and conversion.
- Partnering with cross-functional teams to translate business goals into human-centered, high-impact product experiences.
- Designed SaaS platforms, digital products, and brand systems for startups and emerging tech companies.
- Led UI/UX design for multiple product interfaces focusing on usability, accessibility, and scalable design architecture.
- Created interactive product prototypes using Figma and Framer to validate design solutions and accelerate product development.
- Collaborated with cross-functional teams to align product design with business goals and user needs.

Key Projects: Qodex.ai, Domingo, Noise, Bug Hunters, Aura, Covee, seedhemaut, chaishots

UI Designer *Online Dekho* April 2023 - Feb 2024

- Designed mobile app interfaces for a hyperlocal delivery platform serving customers and delivery partners.
- Built intuitive delivery partner workflows to simplify order management and delivery processes.
- Contributed to product communication design and digital branding across multiple user touchpoints.
- Improved app usability through better navigation structures and interface optimization.

EDUCATION

University of Mumbai June 2023

BSC in Animation and VFX

Dropout Academy Mar2023 - Dec 2023

UI/UX (Product Design) Bootcamp

Language: Hindi, English