

Y G PRATEEK

Bengaluru, India | +91 6362844313 | prateekyg@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Product Designer with 5 years of experience across professional and freelance engagements, designing SaaS, EdTech, and AI-powered products. Skilled in UX research, product strategy, interaction design, and design systems, with a proven track record of driving user engagement, product adoption, and business growth.

EXPERIENCE

UI/UX Designer (Product Design)

July 2023 - Present

Hello Mentor

Bengaluru, KA, India

- Defining and leading Hello Mentor's Version 2.0 product vision, focused on expanding target audiences, modernizing user experiences, and establishing a scalable design system foundation across web and mobile platforms.
- Led the end-to-end design of a Conversational AI platform, shaping MVP strategy, conversation architecture, and user experience, driving 5,000+ user sign-ups within the first month and validating AI as a high-performing acquisition channel.
- Established a data-informed product design process by implementing Microsoft Clarity and Google Analytics, enabling continuous experimentation, user behavior analysis, and evidence-based product decisions across digital products.
- Owned product strategy and UX design for a SaaS platform with 30+ features, conducting research with 50+ students and parents to identify user needs and drive a 60% increase in platform engagement.
- Partnered with leadership, engineering, marketing, and operations teams to align user needs with business objectives, accelerate decision-making, and deliver scalable product solutions.
- Built and scaled the design function by leading portfolio reviews, interviewing 30+ candidates, onboarding and mentoring 2 designers, and establishing collaborative design workflows.
- Joined as the founding designer and led the redesign of Hello Mentor's digital presence from discovery to launch, contributing to a 2x increase in sales and establishing the foundation for future digital products.

Independent Product Designer

March 2021 - Present

- Designed and delivered 10+ digital products across web, mobile, and SaaS platforms, applying UX research, information architecture, interaction design, and prototyping principles to solve business and user challenges.
- Led projects from concept to deployment, utilizing design-to-development workflows and modern tools including Figma, Framer, GitHub, VS Code, Vercel, Netlify, and no-code platforms to accelerate product delivery.

SKILLS

Product Design - UX Research, Product Strategy, Design Thinking, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Stakeholder Management

Design Systems & Accessibility - Design Systems, Design Tokens, Responsive Design, Accessibility & Inclusive Design, Design Documentation, Developer Handoff

Research, Analytics & Tools - Figma, Obsidian, Miro, Microsoft Clarity, Google Analytics, HTML/CSS, GitHub, Framer, Cursor, Antigravity(IDE), VS Code (IDE)

EDUCATION

B.E. in Information Science & Engineering

The Oxford college of engineering, Bengaluru

2018 - 2022

CERTIFICATION & RECOGNITION

[UI/UX Design Excellence Award](#)

[Hello Mentor, 2024](#)

[Google UX Design Professional](#)

[Coursera, 2025](#)