

Prabhu Babu

Product Designer, Bengaluru

+91 9946 207 179

prabhubabu836@gmail.com

 designedbyprabhu.com

 linkedin.com/in/designbyprabhu

 dribbble.com/designbyprabhu

About

Hi, I'm Prabhu, I design Interfaces, Interactions and Experiences, and my superpower; I am proficient in Figma!

Work Experience

Sep 2022 - Present

Sr. Product Designer, Lenskart.com

Consumer facing experiences at Lenskart for android, iOS & responsive web.

- Majorly contributed on all Journeys of Lenskart App Revamp to a new DLS, considering Business, user feedbacks and painpoints
- Led the redesign of home page experience and added a series of explore page experiences which resulted in an increase in conversions & affected the revenue positively.
- Building and managing Lenskart's all platform design system; 'Clarity'

Jul 2021 - Sep 2022

Staff Product Designer, Nbyula

at Nbyula, I focused on crafting interface and experience of the platform, starting from product research to figuring out solutions and implementing them in a clean, accessible Visual Experience.

- Drafted pixel-perfect mockups, considering guidelines for web accessibility.
- Solved Interactions for Responsive layouts for multiple breakpoints across devices
- Collaborated with developers to hand over mockups and Interactive functions.
- Created and managed a Design System for Nbyula.

Education

2018 - 2022

Product & Industrial Design - Bachelors

Lovely Professional University

Upskilled myself in Several 3D and 2D CAD Software, varying from 3D Modelling to 3D Rendering using dedicated Rendering softwares.

Awards

2023

The Customer Obsession Award

Lenskart.com

2024

The Super Teams Award

Lenskart.com

Tech Stacks

 Figma

 After Effects

 Lottiefiles

 Illustrator

 Rhinoceros

 Keyshot 3D

Skillsets

 Research

 Branding

 Information Architecture

 Visual Design

 Interaction Design