

Y G PRATEEK

UI/UX Designer

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Professional Summary

UI/UX Designer with 3+ years of experience building and scaling design functions for SaaS, EdTech, and AI powered products. As Hello Mentor's founding designer, built its UI/UX practice and design team from zero, leading product and pricing strategy that grew the user base past 1 million and drove a 4x jump in sales and revenue, then owned end to end design of an AI platform that gained 10,000 plus users in its first month. Skilled in Figma, design systems, research, and AI assisted workflows, with a track record of translating research into measurable business results.

Core Skills

UX Research and Strategy: User Research, Usability Testing, User Interviews, User Personas, Journey Mapping, Card Sorting, A/B Testing, Product Strategy, Design Thinking

Design and Prototyping: Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Visual Design, Responsive Design

Design Systems and Handoff: Design Systems, Design Tokens, Component Libraries, Accessibility and Inclusive Design (WCAG), Developer Handoff, Design Documentation

Tools and Technology: Figma (Auto layout, Components, Variants, Prototyping), Framer, HTML/CSS, GitHub, Miro, Obsidian, VS Code, Microsoft Clarity, Google Analytics

Collaboration: Stakeholder Management, Cross Functional Collaboration, AI Assisted Design Workflows, Team Building and Mentoring

Professional Experience

UI/UX Designer, Product Design

Jul 2023 to Jul 2026

Hello Mentor, Bengaluru, India

- **Founding designer and team lead:** Joined Hello Mentor as its founding designer during the company's shift from an offline to online business model, building the UI/UX foundation from zero, researching and redesigning the company's website within 1 month, and growing the design team from 1 to 3 by personally owning hiring, interviews, and training, all under a single formal title throughout.
- **Product and pricing strategy:** Led product and pricing strategy for a multi tier MVP (Free, Explore, Achieve) shipped in 4 months, introducing a lead generation model that drove a 4x jump in sales and revenue, a 10x increase in lead generation, and growth past 60,000 users, contributing to a user base that has since grown past 1 million.
- **Post launch growth ownership:** Owned post launch growth end to end, running research, audits, and cross functional work that grew the user base to approximately 300,000 in the following season.
- **End to end AI product design:** Owned an ambiguous, end to end AI product request, learning RAG systems and vector databases along the way, and designed a full conversational AI platform, including landing page, auth flow, and chat interface, in 3 weeks, gaining 10,000 plus beta users within a month.
- **Design systems:** Built the Hello Mentor Design System (HMDS) in 2 months, now the scalable foundation for Hello Mentor 2.0 across web and mobile, which I currently lead.
- **Cross functional collaboration:** Aligned leadership, engineering, marketing, and operations around user needs and business goals, accelerating product decision making across teams.
- **AI assisted design workflow:** Adopted Figma MCP integrated with Claude to speed up design analysis, documentation, and developer handoff, cutting time from design to build.

Independent Product Designer

Mar 2021 to Present

Freelance, Chronovesta, Remote

- **Full lifecycle delivery:** Delivered 10 plus digital products end to end across web, mobile, and SaaS platforms, owning UX research, information architecture, wireframing, prototyping, and interaction design for independent clients.
- **Design to development workflows:** Accelerated client delivery by running design to development workflows across Figma, Framer, GitHub, VS Code, Vercel, Netlify, and no code platforms, shortening time from concept to launch.

Education

B.E. in Information Science and Engineering | The Oxford College of Engineering, Bengaluru | 2018 to 2022

Certifications and Recognition

- **UI/UX Design Excellence Award**, Hello Mentor, 2024
- **Google UX Design Professional**, Coursera, 2025