

Parth Prakash

Senior UX Designer and Design Lead

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SUMMARY

Senior UX designer with 11 years of experience turning complex policy, data and service systems into products people can actually use. Currently leading ten designers and six engineers across government, manufacturing and AI products. Nine years at McKinsey, designing for healthcare, pharma and enterprise clients and presenting to their leadership. Founding designer of a US AI job-matching platform, where I ran the research and designed how the AI earned users' trust. Comfortable across strategy, research and hands-on craft.

EXPERIENCE

Lead Beyond (Consulting Partners), Remote

Jan 2026 – Present

Senior UX Lead

- Lead a team of ten designers and six engineers across multiple client projects, including a UAE government education platform, Ortum and Saathya, working alongside consulting and policy partners.
- Led design across mobile apps, web platforms and operational dashboards, from research and user flows through to shipped UI.
- UAE government education platform: turned complex eligibility and entity rules into self-service onboarding journeys across multiple services, which first-time users complete without help. Under NDA.
- Ortum: designed AI-assisted operational excellence apps for manufacturing and back-of-house teams.
- Designed and built websites in Framer and similar tools, and prototype AI-assisted flows in Claude Code and Cursor to test decisions before build.

Circle Global, New York (Remote)

Feb 2024 – 2025

Founding Designer, Product Lead

- Founding designer of an AI job-matching platform connecting frontline workers with employers. Owned research, product design, the design system and brand, and grew it to 10K+ monthly users.
- Ran the research myself: 18 interviews, a 16-platform audit, two rounds of usability testing and 3,400 sessions of behavioural data.
- When full automation cut applications from 23 minutes to 10 seconds but trust fell from 3.1 to 2.2, rebuilt the AI around visible, reversible actions. Drop-off fell from 60% to 7% and employer response rose 1.8x.

McKinsey & Company, Chennai

May 2015 – Feb 2024

Senior Product Designer / Design Lead

Jun 2018 – Feb 2024

- Designed digital products for healthcare, pharma, aviation and enterprise clients, translating ambiguous strategy into shipped tools and presenting to leadership at J&J, Novo Nordisk, Roche, CVS and UnitedHealth.
- Consolidated four disconnected systems into one operations platform for Dr. Reddy's, still in use.
- Sole UX designer on HAECO's in-flight platform, live on Etihad and Qantas. Led design for Alcon's AR lens visualiser in China, where market share grew from 4% to 12%.
- Built and led the Chennai design hub from the first hire to 15+ designers.

Designer, Digital & Visual: digital and interaction design across engagements

May 2015 – Jun 2018

FutureWorks, Chennai

2014 – 2015

Digital Compositor

- Compositing on Fast & Furious 7 and The Amazing Spider-Man 2, where the eye for detail began.

SKILLS

UX and service design: Complex journeys and workflows, government and enterprise platforms, information architecture, design systems

Research and AI: User research, usability testing, behavioural analytics; AI matching, trust and human-in-the-loop design

Ways of working: Consulting teams, stakeholder workshops, leading designers; Figma, ProtoPie, Claude Code, Cursor, Framer, Elementor and similar website builders

EDUCATION AND CERTIFICATIONS

BA, Mass Communication, Amrita Vishwa Vidyapeetham | **PG, VFX & Compositing**, ICAT Media Design School

Google UX Design Professional Certificate | CalArts UI/UX Design Specialisation | Figma Advanced