

Prashanth K.P.

UI UX Designer

✉ preeth.leo@gmail.com 📍 Chennai ☎ 6381309348

Website: prashanthkp.com

About Me

I'm a UI/UX Designer with around 6 years of experience. I have strong visual design skills and experience in product-based companies, and I have also conducted user interviews to understand user needs and iterate designs accordingly, while reducing cognitive load and following proper interaction patterns.

UI Visual Designer at Wylth (Aug 2024 to Jan 2026)

- Designed intuitive and accessible mobile and web interfaces for financial advisors, improving task completion rate by 25% and reducing user errors.
- Conducted user interviews with MFDs to gather insights, understanding their pain points, needs and make improvements accordingly
- Simplified complex financial data into clear, user-friendly designs, increasing user engagement by 30% and reducing time to understand key information.

UI Designer at Lollypop (Nov 2022 to June 2024)

- Improved visual consistency across products, increasing user engagement by 25% and strengthening overall brand identity.
- Solved usability gaps by working closely with UX designers and developers, reducing user drop-offs by 20% and improving overall task completion rates.
- Delivered end-to-end design solutions for Cognixia, HDFC Ergo, and Amoeboid, leading to increase in client satisfaction

Ass. UI UX Designer at Synclovis (July 2021 to Sept 2022)

- Interacting with clients to gather insights on their needs and offer them effective, user-focused design solutions, ensuring client satisfaction.
- Collaborated with developers for design reviews and testing, ensuring product quality & great user experience
- Created social media visuals aligned with brand identity, boosting visibility and helping attract and acquire new clients.

Digital Designer at 2Adpro (March 2019 to August 2020)

- Designed visually engaging online popup ads, including static, GIF, and animated formats.
- Created full creative ad concepts tailored for various online ad campaigns.
- Enhanced overall visual quality and brand consistency through strong graphic design principles.

Education

BSc Visual Communication at Loyola College - 2014

Certification

Professional Bootcamp in UI/UX Design - **DesignBoat School (2020)**

Certified UX & UI Professional - **UX Mint (2026)**

Softwares

Adobe XD | Adobe Photoshop | Adobe Illustrator | Figma | Webflow | After Effects |
Premiere Pro

Skills

User Interface Design | User Experience Design | Motion Graphics | Visual Design | Logo
DesignGraphic Design | Html & Css

Achievements

- In Wylth desktop Application worked with the Flow-bite design system in Figma and leveraged AI to analyse user needs, delivering high-quality designs in much lesser time.
- Simplifying user-flow and solving client problems. Increased customer engagement by 30% in Wylth Mobile App.