

B. Prasanna Adiga

Senior Product Designer — Design Systems & AI-Assisted UX

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PROFESSIONAL SUMMARY

Senior Product Designer with **9+ years of experience** building scalable design systems and accelerating product delivery through AI-assisted design and prototyping workflows. Proven track record of driving cross-functional alignment between design, product, and engineering teams to ship pixel-perfect, data-validated experiences across **fintech and e-commerce**. Skilled in translating component libraries and design tokens into measurable engineering efficiency, while using research and usability testing to drive double-digit gains in conversion and task completion.

CORE SKILLS

AI-Assisted Design & Development: Claude (Anthropic), Manus AI, Replit, Lovable, Emergent, Visily, ChatGPT/Gemini, Midjourney/DALL-E

Design Systems & UI: Figma (Advanced — component libraries, design tokens, variants), Adobe XD, Design Systems Architecture, UI/Visual Design, Responsive Web Design, Accessibility (WCAG 2.1)

Cross-Functional Delivery: Design-to-Development Handoff, Engineering Collaboration, Agile/Sprint Workflows, Design Specifications, Developer Documentation

UX Research & Strategy: UX Research, Usability Testing, User Journey Mapping, Information Architecture, Data-Driven Iteration, Design Sprints

Other Tools: Illustrator, Photoshop, After Effects, Premiere Pro, Dreamweaver, FigJam/Miro, Maze, Lottie/Principle, HTML & CSS, Microsoft/Google Suite

WORK EXPERIENCE

Senior Product Designer | VCB Technologies | Bengaluru, India | Oct 2024 – Present

Designed and delivered **gokarnarituals.com** — a live pilgrimage-services booking platform — end-to-end, from UX research and wireframing to hi-fi prototype and production handoff; implemented Razorpay-integrated booking flows and a JWT-secured admin panel, driving a **35% increase in customer acquisition** within the first quarter post-launch

Redesigned a digital banking app — reduced task completion time by **40%** and dropped support tickets by **35%** through simplified, trust-focused transaction flows

Leading end-to-end UI/UX design for web and mobile product concepts — from discovery to hi-fi handoff, with a focus on scalable design systems

Established design best practices and built out internal component library development, improving design consistency and reuse across product teams

Leveraged **AI-assisted design and development platforms** (Claude, Manus AI, Replit) to accelerate prototyping and concept validation, cutting concept-to-prototype turnaround time

Developed comprehensive wireframes, interactive prototypes, and detailed design specifications to support cross-functional alignment with engineering

Partnered closely with developers to ensure pixel-perfect implementation and design integrity throughout delivery

Evaluated and iterated on user experience through structured, data-driven usability reviews aligned with product goals

Product Designer UI/UX | ITW Consulting Pvt. Ltd | Bengaluru, India | Jul 2022 – Sep 2024

Defined and documented design-to-development handoff protocols, significantly reducing revision cycles and improving cross-functional delivery speed

Engaged directly with fintech and retail clients to translate business requirements into user-centred design concepts and high-fidelity prototypes

Designed **responsive web and mobile applications** using Figma and Adobe Suite across multiple client verticals, including secure transaction and checkout flows

Produced low-fidelity and high-fidelity wireframes; conducted heuristic evaluations and usability walkthroughs to validate design decisions with data

Collaborated with product managers and developers in an agile sprint environment, presenting design rationale directly to clients

Partnered with QA and engineering throughout sprint cycles to validate edge cases and ensure consistent implementation across releases

Senior Product Designer UI/UX | Kripta Technologies | Bengaluru, India | May 2017 – Jun 2022

Simplified a supermarket e-commerce checkout flow from 5 steps to 3 — boosted **completion rate by 48%** through conversion-focused UX redesign

Owned UI/UX design and front-end development for client websites and digital marketing materials across retail and corporate sectors

Built and maintained responsive websites using HTML5 and Adobe Dreamweaver, ensuring consistent visual standards and performance

Created brand collateral — brochures, flyers, social assets — using Adobe Photoshop and Illustrator

Coordinated directly with clients to scope new design requests and maintain long-term brand consistency

Product Designer UI/UX | Novas STS | Bengaluru, India | May 2015 – Apr 2017

Designed a travel booking app prototype that scored **4.8/5 in usability testing**, driving **55% higher booking completion** versus benchmark

Designed UI screens and user flows for web and application projects across multiple industry verticals

Contributed to visual design, prototyping, and client presentation decks, supporting senior designers in translating early-stage concepts into structured wireframes

Participated in client discovery calls to capture functional and visual requirements

Graphic & Web Designer | Netmahiti Solutions Pvt. Ltd | Bengaluru, India | Mar 2014 – Apr 2015

Designed logos, brand templates, and print-ready marketing materials for client accounts

Developed web page templates in Adobe Dreamweaver with HTML/CSS; performed image editing and retouching

Built foundational design and front-end skills across both print and digital media, laying the groundwork for a cross-functional design career

EDUCATION

Diploma — Graphic & Web Designing | Arena Animation, Bengaluru | 2011

Adobe Suite, Photoshop, Illustrator, Dreamweaver, Flash, Premiere, After Effects, Adobe XD

Diploma — Computer Science | RNS Rural Polytechnic, Murdeshwar | 2010

3-Year Polytechnic Diploma in Computer Science

PUC — Pre University College | Govt. College, Byndoor | 2004

Matriculation — SSLC | Vidya Bharati, Bhatkal | 2003

Karnataka Secondary Education Examination Board

CERTIFICATIONS

UI/UX Design & Graphic Web Design Certificate — Arena Animation, Bengaluru

Diploma in Computer Science — RNS Rural Polytechnic, Murdeshwar

LANGUAGES

English (Professional), Kannada (Native), Hindi (Professional)