



Pradeep Prakash

Senior Product Designer

“ Designing Tomorrow's Products with a Scalable Vision. ”

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About

I specialize in designing products with scalability in mind, backed by 5 years of industry experience. Additionally, I've contributed to building design systems from the ground up in previous organizations.

Experience

- April 2024 - March 2026 **zudd**

Senior Product Designer

 - Improved lead capture speed by 18% by redesigning and enriching the lead capture experience across event touchpoints, enabling faster data collection and higher-quality leads for customers.
 - Increased attendee engagement and expanded paid feature adoption among enterprise clients by building a gamification module from scratch, including core mechanics, end-to-end user flows, and scalable design patterns.
 - Enhanced existing product experiences through targeted design improvements, contributing to increased platform credibility and playing a key role in onboarding Figma as a new customer.
- May 2023 - March 2024 **keka**

Product Designer

 - Boosted adoption to 21% through the redesign of the “Pulse” feature, innovative design, and strategic implementation. This achievement allowed me to work closely with the CEO and garnered direct appreciation from him.
 - Built “Rewards” product from the scratch, a new product used by HR for seamless employee Rewards and Recognition management within the organization.
- Nov 2020 - Mar 2023 **iaurō**



Associate UI/UX Designer

 - Improved design delivery speed and reduced front-end development efforts by 17% by building a multi-client design system from scratch with organized Figma file structurization for the team. As a result, our team streamlined the design process for every newly onboarded client, saving time.
 - Successfully tackled enterprise-level product design issues for clients such as Rakuten, ServiceNow, TechMahindra, IATA, and Solar Square, resulting in positive feedback from satisfied customers. My expertise and contributions played a key role in improving product design for these firms.

Skills

Product Thinking	User Experience	UI Design
Rapid Prototyping	Mobile Design	Product Design
Interaction Design	Design Systems	Empathy & Ideation

Education

 <p>Pune University</p> <p>BSc. Computer Science Graduated 2019 Pune, India</p>	 <p>FurtureLearn</p> <p>Design Skills: User Experience Certified on 2020</p>
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