

Prasanth K

UI/UX & Product Designer | Figma Design Systems | Data-Driven CRO | Front-end Development

Portfolio
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Summary

Strategic UI/UX & Product Designer with 15 years of experience delivering enterprise products, high-performing digital experiences, marketing websites, and scalable design systems across FinTech, Banking, Credit Cards, and SaaS. Skilled in UX strategy, visual design, AI-assisted design workflows, CRO, A/B testing, and front-end development using HTML, CSS, JavaScript, and WordPress/Drupal theme development.

Experience

Staff UI/UX Engineer

iQuanti India Pvt Ltd • Bangalore, India | Feb 2016 - Present

Selected Clients & Products

- American Express — Credit Card and marketing experiences
- HomeEquity Bank — Mortgage and financial-services experiences
- Kapitus — Business lending and conversion-focused journeys
- LEAP — Enterprise product design and internal workflow experiences

Key Responsibilities

- Led end-to-end UX strategy, product design, and conversion optimization for enterprise Banking, Credit Card, Mortgage, FinTech, and SaaS products, delivering measurable business and user experience outcomes.
- Designed high-fidelity user flows, wireframes, interactive prototypes, scalable UI components, and design systems in Figma, ensuring consistency, accessibility, and efficient developer handoff.
- Planned, executed, and optimized A/B testing and CRO initiatives using VWO, leveraging user behavior, analytics, and experimentation to improve engagement and conversion performance.
- Developed production-ready responsive interfaces using HTML5, CSS3, JavaScript, and AI-assisted development, ensuring accessibility (WCAG), performance, and responsive best practices.
- Accelerated design execution and front-end development by integrating AI-powered workflows using Figma AI, Cursor AI, ChatGPT, and Vercel v0, enabling faster ideation, prototyping, code generation, design refinement, and higher-quality delivery.
- Collaborated closely with Product Managers, Engineers, Marketing, QA, CRO teams, and global stakeholders to define requirements, align business goals, and deliver user-centered digital solutions.
- Built and maintained reusable design systems, UI component libraries, design standards, and UX best practices, improving design consistency, reducing development effort, and accelerating project delivery.
- Mentored junior designers, promoted design excellence, and fostered a collaborative design culture through reviews, knowledge sharing, and user-centered design practices.

Senior Web Designer

Zolipe Solutions Pvt Ltd • Bangalore, India | Feb 2011 - Jan 2016

- Designed responsive CMS websites, eCommerce platforms, and enterprise web applications using Drupal and WordPress.
- Developed Drupal themes and responsive UI components.
- Created branding assets, UI guidelines, and marketing websites.
- Collaborated with developers to deliver responsive, production-ready interfaces and API-integrated web applications.

Core Skills

UX, Product & Visual Design

UX Strategy • UI Design • Design Thinking • User-Centered Design • AI-assisted UX Research • User Flows
Wireframing • Prototyping • Data-Driven Conversion Rate Optimization (CRO) • Web & Landing Page Design
Interaction Design • A/B Testing • Design Systems • Design Tokens • Component Libraries

Design Tools

Figma • Adobe XD • Illustrator • Photoshop • FigJam • Sketch • Canva • Miro • Jira • VWO

AI Design & Productivity

• Figma AI • Adobe Firefly • ChatGPT • Cursor AI • V0 by Vercel • Claude • Microsoft Copilot

Front-end Development

HTML5 • CSS3 • JavaScript • Bootstrap • Tailwind CSS • Responsive UI Development
Drupal & WordPress CMS Theme Development • Git • VS Code • Cursor • Accessibility (WCAG)

Education

B.Sc. Visual Communication
Vinayaka Mission's Research Foundation - University

AAASP - Advanced program specializing
Aptech - Arena Animation Academy
Advanced Program in Web & Graphic Design, and Animation.

Certifications

Using AI Tools for UX Design
LinkedIn Learning

Develop Your AI Prompt Engineering Skills
LinkedIn Learning

Critical Thinking and Problem Solving
LinkedIn Learning