

Prasanth K

UI/UX & Product Designer | UX Strategy | Design Systems | CRO | Front-end Development

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Summary

Staff UI/UX Engineer and Senior Product Designer with 15+ years of experience across Banking, FinTech, SaaS, Credit Card, and Mortgage products. Strong in UX Design, UI & Visual Design, CRO, and data-driven design, with expertise in Design Systems and front-end development. Experienced in bridging design and implementation to deliver scalable, high-performing digital experiences.

Experience

Staff UI/UX Engineer

iQuanti India Pvt Ltd • Bangalore, India | Feb 2016 - Sep 2026

Featured 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.
- Delivered 75+ landing pages, digital experiences, and product interfaces across 30+ client engagements, using reusable design-system patterns to improve consistency and accelerate delivery.
- Designed and optimized 50+ CRO and A/B testing initiatives across multiple enterprise clients using VWO, analytics, and user behavior insights to improve conversion, form submissions, and digital experience performance.
- Developed production-ready responsive interfaces using HTML5, CSS3, JavaScript, and AI-assisted development, ensuring accessibility (WCAG), performance, and responsive best practices.
- Accelerated design and front-end delivery through AI-powered workflows using Figma AI, Cursor AI, ChatGPT, and Vercel v0 for faster ideation, prototyping, and implementation.
- Partnered with Product, Engineering, Marketing, QA, CRO teams, and global stakeholders to define requirements, drive design decisions, resolve UX challenges, and deliver projects from concept through production.
- Built and maintained 40+ reusable UI components, design tokens, and UX patterns, improving design consistency and reducing repetitive design effort across projects.
- Led and mentored junior designers, providing design direction, reviews, project guidance, and UX best practices.

Senior UI/UX Designer

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

- Designed and developed responsive CMS, eCommerce, and enterprise web applications, collaborating with developers to deliver accessible, API-integrated experiences.
 - Developed production-ready interfaces and custom WordPress/Drupal themes using HTML5, CSS3, JavaScript, and responsive design.
 - Collaborated with developers and cross-functional teams to deliver API-integrated web applications focused on usability, accessibility, and performance.
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Core Skills

UI/UX & Product Design

UX Strategy • User Research • Competitive Analysis • Information Architecture • User Flows • Interaction Design
Wireframing • Usability Testing • Design Thinking • Visual Design • Data-Driven Design • A/B Testing

Design Systems & Tools

Figma • Design Systems • Component Libraries • Design Tokens • Auto/Grid Layout • Variables & Variants
Prototyping • FigJam • Adobe XD • Photoshop • Illustrator • VWO

Front-end Development

HTML5 • CSS3 • JavaScript • Responsive Development • Accessibility / WCAG • WordPress & Drupal Theming
Tailwind CSS • Bootstrap • Git

AI Tools

Figma AI • Figma Make • Cursor AI • ChatGPT Codex • Vercel v0 • Claude • Adobe Firefly

Education

B.Sc. Visual Communication • 2011 - 2014

Vinayaka Mission's Research Foundation - University

AAASP - Advanced Program in Web & Graphic Design, Animation • 2007 - 2010

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