

Prasanth K

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

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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

Career Highlights

- Delivered 75+ high-converting web pages, landing pages, and digital experiences across Banking, Credit Cards, Mortgage, and FinTech, contributing to improved user engagement and conversion through data-driven UX and CRO initiatives.
- Executed 50+ CRO and A/B testing experiments improving user engagement and conversion rates.
- Built scalable design systems, reusable UI components, and Figma libraries used across multiple enterprise projects.
- Established UX best practices while introducing AI-assisted design workflows using Cursor AI, ChatGPT, and Figma AI.

Key Responsibilities

- Led end-to-end UX strategy, product design, and conversion optimization initiatives for global Banking, Credit Card, Mortgage, and FinTech clients, improving user experience and measurable business outcomes.
- Designed high-fidelity wireframes, interactive prototypes, scalable UI components, and design systems in Figma, ensuring consistency and efficiency across digital products.
- Planned, executed, and analyzed A/B testing experiments using VWO, translating user behavior and analytics into measurable improvements in conversion rates and user engagement.
- Developed production-ready, responsive front-end interfaces using HTML5, CSS3, JavaScript, and AI-assisted development with Cursor AI while ensuring accessibility, performance, and WCAG compliance.
- Collaborated with Product Managers, Developers, Marketing, QA, and global stakeholders to deliver high-quality digital solutions.
- Established reusable UI libraries, design standards, and UX best practices that streamlined design-to-development workflows, improved production efficiency, and accelerated project delivery.
- Mentored junior designers, promoted design excellence, and fostered collaboration across cross-functional teams to build scalable, user-focused digital experiences.

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

AI Design & Productivity

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

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