

PRASENJIT

LEAD PRODUCT DESIGNER | SENIOR UX DESIGNER

12.5 years experience • Enterprise UX • Complex workflows • B2B/B2C • Design leadership
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PROFESSIONAL SUMMARY

Product and UX designer with 12.5 years of experience across enterprise platforms, banking, marketplaces and transportation. Owns end-to-end UX from discovery and experience architecture to detailed UI, stakeholder validation and developer handoff. Combines hands-on systems thinking with project-based design leadership, having mentored junior designers, reviewed deliverables and guided cross-functional teams. Recent work includes enterprise campaign intelligence, AI-assisted content experiences, digital banking and consumer booking journeys.

CORE EXPERTISE

UX & PRODUCT Discovery and requirements • Information architecture • User journeys • Interaction design • Wireframing & prototyping • Design systems • Accessibility (WCAG)
LEADERSHIP & DELIVERY Design critiques & mentoring • Stakeholder workshops • Competitive analysis • Cross-functional collaboration • Design QA & developer handoff
TOOLS & TECHNOLOGY Figma • Sketch • Adobe XD • FigJam • Miro • Jira • Adobe Creative Suite • Figma Make • HTML/CSS • AI-assisted design

PROFESSIONAL EXPERIENCE

Senior Staff Consultant – User Experience | Nagarro | Jul 2022 – Present | India / Remote

- Used Figma to create wireframes, interactive prototypes and high-fidelity interfaces while owning UX strategy and end-to-end design for complex enterprise and consumer products, partnering with business analysts, product stakeholders and engineering from requirements through implementation.
- Unified four siloed workflows (Content, Spotter, Listening, Campaign) into one connected enterprise campaign intelligence platform — designed role-based permissions, multi-channel activation, and operational dashboards as sole UX owner
- Cut manual copy-editing effort by designing AI-assisted campaign-copy workflows (Textlab AI) that kept human control over final output, establishing a reusable interaction pattern across the product
- Simplified airport-service booking (Parking, Fast Track, Lounges) into connected flows with contextual cross-sell, working within legacy API constraints — improving discovery of complementary services
- Streamlined Nykaa's vendor-management experience across agreements, commissions, shipments, and returns; drove design decisions through direct stakeholder presentations and iterative BA/dev feedback loops
- Scoped end-to-end UX effort for Mashreq Bank and Nykaa engagements, giving delivery teams accurate estimates for planning and resourcing

User Experience Designer | Hong Leong Bank | Jun 2019 – Jul 2022 | Malaysia / Singapore

- Reduced onboarding friction for digital business-account opening (E-KYB) by designing BRN-based verification, prefilled data, and progressive disclosure — informed by drop-off data analysis and competitive benchmarking
- Built an in-branch tablet tool for staff to review and verify business-account applications, closing a gap between digital submission and manual verification
- Grew design capability by mentoring 5–6 junior designers through weekly critiques and project reviews, running UX knowledge-sharing sessions across the team

Senior Designer / UX Design Team Lead | Minerva InfoTech | Nov 2018 – May 2019 | India

- Led a 4–5 person design team, pairing daily progress reviews with hands-on HTML/CSS guidance to keep design and implementation aligned
- Delivered a client-facing safety-device landing page (Newton's Meter) with custom illustrations, working directly with the Singapore client from brief to launch

Web Designer | Nuclay Solutions (formerly MyWorkforce Tech) | Nov 2014 – Sep 2018 | India

- Designed and shipped GiveCentral's donor-management back office (records, payments, events, reporting), collaborating with developers on JavaScript implementation
- Mentored four junior designers, aligning their output to brand/client standards while managing individual delegation based on strengths

System Engineer / Junior Designer | SMOKE Technologies | Oct 2013 – Nov 2014 | India

- Supported client websites and Linux/Windows web hosting; learned HTML, WordPress and UI/visual design while handling varied startup assignments.

SELECTED PROJECTS

Digital Marketing Engine (DME) | Enterprise SaaS & AI-Assisted Marketing Platform Sole UX owner for an enterprise campaign platform. Connected Content, Spotter, Listening and Campaign workflows; designed information architecture, role-based permissions, performance dashboards and AI-assisted content creation. Applied interaction design, design-system principles and stakeholder collaboration to simplify complex operations.

Aerlis - Dublin Airport Authority | Airport Booking Experience Redesigned Parking, Fast Track and Lounge journeys. Used UX audits, as-is journey mapping and competitive analysis to inform contextual cross-sell, bundled offers, service comparison and streamlined checkout. Addressed WCAG accessibility, stakeholder validation, reusable components and legacy API constraints through iterative prototyping and handoff.

Nykaa | Vendor Management Platform Designed B2B vendor-management workflows for agreements, products, commissions, shipments, complaints, returns and reporting. Partnered with business stakeholders, BAs and developers on requirements, information architecture, wireframes, workflow simplification, iterative design reviews and developer handoff.

E-KYB - Hong Leong Bank | Digital Business Banking Onboarding Designed business-account onboarding with BRN/OTP verification, prefilled information, document checklists and progressive disclosure. Used journey analysis, drop-off insights and competitive benchmarking to address friction; collaborated with banking stakeholders and engineering on validation and usability.

Hong Leong Bank | Internal Banking Operations & Verification Platform Designed an internal tablet experience for branch staff to review business-account applications, verify customer details and documents, and coordinate missing-information requests. Focused on enterprise information architecture, operational workflows, interaction design and stakeholder collaboration.

EDUCATION

Bachelor of Technology, Computer Science | Maharshi Dayanand University, Rohtak, Haryana

CERTIFICATIONS & CONTINUED LEARNING

Atlassian Agile Project Management Professional Certificate • Exploring AI Workflows within Figma Design • AI Tools for UX Design • Fundamentals of Agentic AI • Generative AI • Shopify