PRASENJIT SINHA

LEAD PRODUCT DESIGNER | SENIOR PRODUCT DESIGNER | SENIOR UX DESIGNER

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PROFESSIONAL SUMMARY

Lead Product Designer / Senior UX Designer with 12.5 years designing and delivering complex enterprise and consumer products across digital banking, FinTech, B2B SaaS, marketplaces and transportation. Owns design from discovery and problem framing to validation, engineering handoff and live release. Experience shaping multi-persona workflows, design systems, accessible (WCAG) experiences and AI-assisted products. Partners with Product, Engineering, Business and Compliance teams; mentors designers and conducts design reviews.

CORE SKILLS

Product & UX: End-to-End Product Design • Enterprise UX • UX Strategy • Product Discovery • Information Architecture • Interaction Design • User Flows • Wireframing • Prototyping • Design Systems

Research & quality: User Research • Usability Testing • A/B Testing • Drop-off Analysis • Competitive Research • Accessibility (WCAG) • Design QA

Leadership & domains: B2B SaaS • Digital Banking / FinTech • AI-assisted Workflows • Data-rich Dashboards • Stakeholder Management • Cross-functional Collaboration • Design Reviews • Mentoring

Tools: Figma • FigJam • Sketch • Adobe XD • Adobe Creative Suite • Miro • Jira • HTML/CSS

PROFESSIONAL EXPERIENCE

NAGARRO — Senior Staff Consultant, User Experience (Product Design) | Jul 2022 – Present | India / Remote

- Owned UX across complex enterprise initiatives as a senior individual contributor, partnering with teams of developers, BAs, Product Managers, delivery and QA from problem framing through implementation; delivered production-ready designs across SaaS, commerce and banking.
- Set interaction direction for connected, role-based business workflows and AI-assisted experiences, balancing user needs, regulatory or operational requirements, accessibility and technical constraints.
- Led the airport commerce redesign with 2 junior designers; aligned stakeholders through weekly reviews and worked within legacy API limitations. The connected booking experience went live and received praise from Nagarro's CEO.
- Led design decisions and engineering collaboration for a shipped B2B vendor platform; communicated trade-offs through stakeholder presentations, iterative reviews and developer handoff.
- Scoped UX activities, deliverables and effort estimates for banking presales and delivery planning.

HONG LEONG BANK — Senior Staff Consultant, User Experience | Jun 2019 – Jul 2022 | Malaysia

- Owned digital business-account onboarding and the linked branch-operations experience from requirements to release. The online onboarding journey remains the bank's primary account-opening process; the internal verification application also remains in use.
- Used application drop-off insights, competitive benchmarking, usability feedback and iterative prototypes to identify onboarding friction and guide design decisions; balanced banking regulations with customer and branch needs.
- Aligned finance, legal, marketing, product and engineering stakeholders, earning C-level praise for the delivered onboarding experience. Mentored 5–6 junior designers through weekly critiques, design reviews and UX knowledge-sharing sessions.

MINERVA INFOTECH — Senior Designer / UX Design Team Lead | Nov 2018 – May 2019 | India

- Led 4–5 designers through day-to-day guidance and design reviews; worked with clients from requirements to delivery, producing wireframes and interactive prototypes in Adobe XD and aligning with engineering through HTML/CSS knowledge.

NUCLAY SOLUTIONS — Web Designer | Nov 2014 – Sep 2018 | India

- Designed and shipped responsive websites and a donor-management back office; collaborated with engineering and mentored four junior designers, delegating work by strengths and delivery priorities.

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

- Supported client websites, WordPress, HTML, UI design and web-hosting activities.

SELECTED PROJECTS

Digital Marketing Engine (DME) | Enterprise SaaS & AI-Assisted Marketing Platform Connected four previously siloed modules—Content, Spotter, Listening and Campaign—into an enterprise platform. Sole UX owner for information architecture, role-based permissions, multi-channel activation, performance dashboards and AI-assisted content creation with user control; shipped to production.

Dublin Airport Authority | Airport Booking Experience Redesigned Parking, Fast Track and Lounge journeys from separate checkouts into a connected booking experience. Applied UX audits, as-is journey mapping, competitive analysis and stakeholder validation to service comparison, contextual cross-sell, bundles and streamlined checkout; built reusable WCAG-aligned patterns within legacy Aeroparker API constraints.

Nykaa | Vendor Management Platform Designed B2B vendor workflows spanning agreements, products, commissions, shipments, complaints, returns and reporting. Simplified information architecture and operational flows through wireframes, stakeholder reviews and close collaboration with BAs and developers; shipped to production.

E-KYB – Hong Leong Bank | Digital Business Banking Onboarding Designed digital business-account onboarding with BRN/OTP checks, prefilled information, document checklists and progressive disclosure. Applied journey analysis, drop-off insights and usability feedback to friction points; released flow remains in use as the bank's primary onboarding process.

Hong Leong Bank | Internal Banking Operations & Verification Platform Designed an internal tablet tool for branch staff to review business-account applications, verify customer details and documents, and manage missing-information follow-ups. Linked the customer onboarding journey with branch operations; deployed and still used internally.

EDUCATION

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

CERTIFICATIONS

Atlassian Agile Project Management Professional Certificate • AI Tools for UX Design • Fundamentals of Agentic AI • User Testing