

PRASENJIT

LEAD PRODUCT DESIGNER | SENIOR UX DESIGNER | PRINCIPAL 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.
- Designed an enterprise campaign intelligence platform, connecting siloed Content, Spotter, Listening and Campaign workflows; developed role-specific experiences, permissions, multi-channel activation flows and operational dashboards.
- Designed AI-assisted campaign-copy workflows through Textlab AI, retaining manual editing and user control; supported scalable interaction patterns across the product.
- Modernized airport-service booking journeys across Parking, Fast Track and Lounges with connected service flows, contextual cross-sell and reusable trip information within legacy API constraints.
- Designed Nykaa vendor-management journeys spanning agreements, products, commissions, shipments, complaints, returns and reporting; presented designs to stakeholders, gathered feedback and iterated with BA and development teams.
- Prepared end-to-end UX effort estimates for Mashreq Bank and Nykaa projects, outlining design activities, deliverables and estimated effort to support project scoping and delivery planning.

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

- Created user flows and interactive prototypes using Sketch and Figma for digital business-account opening (E-KYB): designed BRN-based onboarding, mobile OTP verification, prefilled registered business data, progressive disclosure and an upfront document checklist.
- Reviewed available application drop-off data and competitive experiences to inform design decisions; collaborated with business analysts and bank stakeholders on regulatory, operational and user requirements.
- Designed an in-branch tablet experience for staff to review business-account applications, supporting documents and follow-up or verification needs; contributed to digital banking and Singapore website experiences.
- Mentored 5–6 junior designers through project reviews and weekly design critiques, guided their assigned work and facilitated UX knowledge-sharing sessions for colleagues.

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

- Led and mentored a team of approximately 4–5 designers, providing design guidance, HTML/CSS implementation context and end-of-day progress reviews.
- Used Adobe XD for wireframes and interactive prototypes; designed a Singapore client's Newton's Meter safety-device landing page with custom graphics, illustrations and interactions; collaborated directly with the client. Also contributed to a limousine booking/pickup app and designed the Hermes Infotech website.

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

- Designed and implemented HTML/CSS interfaces for GiveCentral's donation-management back-office platform, covering donor records, payments, events, communications and reporting; collaborated with developers on JavaScript.
- Designed client websites including Eccentric Travel and Bloomstones London, gathering requirements directly and supporting implementation; contributed to GiveCentral.org's website redesign.
- Mentored four junior graphic and web designers, onboarded them to brand/client expectations, delegated work according to their strengths and reviewed team deliverables.

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 campaign platform Sole UX owner. Reframed disconnected Content, Spotter, Listening and Campaign modules into connected workflows, including permissions, performance views and AI-assisted content creation.

Airport Marketplace | European client Designed connected booking journeys for Parking, Fast Track and Lounges, enabling contextual discovery of complementary services while working within legacy platform/API constraints.

E-KYB | Hong Leong Bank Designed remote business-account onboarding with BRN/OTP verification, prefilled information, an upfront document checklist and manageable application stages.

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