

# Prasenjit Sinha

## Lead Product Designer | Digital Banking & Fintech UX | B2B, B2C | Marketplace

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### PROFESSIONAL SUMMARY

Product designer with 12+ years of experience, focused on digital banking and fintech, and a track record of taking regulated, complex products from discovery to live release. Designed both sides of banking: a customer-facing business-account onboarding flow that is still the bank's primary account-opening process, and the internal branch tool that supports it. Usually the only designer on the team, working with cross-functional teams of 4 to 13 developers, BAs, PMs, delivery managers and QA. Experienced in Agile delivery, stakeholder alignment with legal, compliance and business leaders, and mentoring junior designers.

### CORE EXPERTISE

**Product and UX:** Digital banking and BFSI, discovery, user journeys, information architecture, interaction design, wireframing, rapid prototyping, UI design, design systems

**Research and validation:** User research, usability testing, A/B testing, drop-off analysis, competitive research, stakeholder validation

**Leadership and delivery:** Agile product development, cross-functional collaboration, stakeholder management, design critiques, mentoring, design QA, developer handoff

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

### PROFESSIONAL EXPERIENCE

#### Senior Staff Consultant, User Experience (Product Design | Nagarro | Jul 2022 to Present | India / Remote

- **Enterprise campaign-intelligence platform** (Sole UX owner; team of 6 developers and 7 BA, PM, delivery manager and QA colleagues). Unified four siloed workflows (Content, Spotter, Listening, Campaign) into one connected product, designing role-based permissions, workflow automation, multi-channel activation and data-rich dashboards. Shipped to production; the client recognized my ongoing design improvements and proactive ideas.
- **AI-assisted content creation with human control.** Introduced AI-assisted content creation on the same platform while keeping users in charge of what gets published.
- **Consumer travel booking journeys: Parking, Fast Track and Lounges** (Led UX with 2 junior designer, 4 developers and 5 BA, PM, delivery manager and QA colleagues). Redesigned three separate journeys into a connected experience with reusable trip context and contextual cross-sell, using UX assessment, stakeholder insights, benchmarking and iterative prototyping, within legacy API constraints. The redesign went live and was adopted, with praise from Nagarro's CEO.
- **Vendor-management platform** (Sole designer; 4 developers and 6 BA, PM, delivery manager and QA colleagues). Designed workflows across agreements, commissions, shipments and returns, driving decisions through stakeholder presentations and iterative BA and developer feedback. Shipped to production.
- **Banking UX presales.** Supported UX presales and product scoping for a bank engagement, defining UX activities, deliverables and effort estimates for delivery planning and resourcing.

#### Senior Staff Consultant, User Experience | Hong Leong Bank | Jun 2019 to July 2022 | Malaysia

- **Digital business-account onboarding, E-KYB** (Sole designer; 3 developers and 2 BA, PM, delivery manager and QA colleagues). Designed the flow from requirements and journey definition through wireframes, interactive prototypes and detailed UI, covering BRN verification, OTP, prefilled business information, document requirements and progressive disclosure. Used application drop-off insights, competitive research and usability feedback to find and remove friction. Went live and remains the bank's primary account-opening process, praised by stakeholders across finance, legal, marketing, product and C-level.
- **Branch operations and verification platform** (Sole designer; 2 developers and 2 BA, PM, delivery manager and QA colleagues). Designed an internal tablet application for branch staff to review business-account applications, verify customer details and documents, and manage follow-up requirements, connecting digital onboarding with branch operations. Live and still in internal use.
- **Cross-functional delivery.** Balanced customer experience, regulatory requirements, operational needs and technical feasibility with bank stakeholders, BAs and engineers in an Agile environment.

- **Mentoring.** Mentored 5 to 6 junior designers through weekly critiques and design reviews, and ran UX knowledge-sharing sessions for the team.

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

- Led and mentored a team of 4 to 5 designers, with design reviews, daily guidance and HTML/CSS context to keep design and development aligned.
- Created wireframes and interactive prototypes in Adobe XD and worked directly with clients from brief to delivery.

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

- Designed and shipped a donor-management back office covering records, payments, events and reporting, working with developers on implementation and responsive behavior.
- Mentored four junior designers and delegated work by strengths and delivery priorities.

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

- Built foundations in HTML, WordPress and UI design while supporting client websites and web hosting.

## SELECTED PROJECTS

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**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.

**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

## EDUCATION

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

## CERTIFICATIONS

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