PRASENJIT

Senior UI/UX Designer | 11+ Years of Experience

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CORE COMPETENCIES

Technical Skills: Figma | Sketch | Adobe XD | InVision | HTML5/CSS3/JS | Responsive Design | Wireframing & Prototyping | Agile/Scrum | JIRA | Azure DevOps | Design Systems | WCAG Accessibility
Methodologies: Design Thinking | Lean UX | User Research | Usability Testing | A/B Testing | Data-Driven Decision Making | Conversion Optimization
Leadership & Soft Skills: Cross-Functional Collaboration | Stakeholder Management | Mentorship | Project Management | Client Communication

PROFESSIONAL EXPERIENCE

Senior UX Designer | Nagarro Software (Remote) | July 2022 – Present
- Delivered end-to-end UX designs for **7+** enterprise digital products, increasing user engagement by **35%** through A/B-tested prototypes.
- Conducted user research for 5+ clients, translating insights into designs that improved client satisfaction scores by **28%** (measured via NPS).
- Streamlined Agile design-to-development workflows, reducing revision cycles by **20%.**
- Mentored 4 junior designers, improving team efficiency and client retention by **15%**

User Experience Designer | **Hong Leong Bank (Malaysia) | June 2019 – July 2022**
- Redesigned banking app onboarding flow, contributing to **100% YoY profit growth** and **25% increase in customer retention**.
- Developed high-fidelity prototypes (Figma/Sketch) for 3 products, reducing development time by **15%.**
- Conducted Lean UX usability tests with **20+ users**, refining designs pre-launch.
- *Worked closely with technical teams to translate design concepts into functional, user-friendly products,*
- *maintaining high standards of usability and alignment with business goals.*
- *Enhanced customer engagement and satisfaction by delivering interfaces that catered to user needs while supporting Hong Leong Bank's digital transformation efforts.*

UI/UX Designer | Minerva InfoTech (Noida, India) | Nov 2018 – May 2019
- Executed user testing with 100+ participants for a SaaS platform, reducing support tickets by **40%** post-redesign.
- Achieved **95% client approval rate** on wireframes (Adobe XD) aligned with stakeholder KPIs.
- Developed user-centered interfaces for digital products by conducting usability testing with over 100 participants, resulting in upgraded customer satisfaction scores and increased product engagement.
- Employed industry-standard design tools such as Sketch and Adobe XD to create high-fidelity prototypes, ensuring alignment with project objectives and user needs.

Web Designer | **Nuclay Solutions (Gurugram, India) | Nov 2014 – Sep 2018**
- Designed visually engaging, user-friendly websites and digital interfaces, blending aesthetics with seamless user experiences to enhance engagement and support business growth.
- Transformed concepts into compelling visual designs by collaborating with cross-functional teams, ensuring alignment with brand guidelines and adherence to industry best practices.
- Designed 8+ responsive websites, boosting client conversion rates by an average of **22%**.
- Enhanced online platform performance through intuitive design solutions, contributing to improved visitor engagement and increased conversion rates.

System Engineer | **SMOKE Technologies (Jaipur, India) | Oct 2013 – Nov 2014**

- Managed Linux and Windows hosting environments for clients, ensuring server stability, resolving technical issues, and maintaining high levels of uptime and performance.
- Created intuitive UI designs to enhance user experiences, focusing on clear visuals and functional layouts that boosted usability.
- Produced graphics and illustrations to support client branding, enhancing the visual appeal and alignment with project goals.
- Developed customized PowerPoint presentations to communicate project updates effectively, improving clarity and impact during client meetings.

EDUCATION & CERTIFICATIONS

- **Bachelor of Technology (Computer Science)** | BITS Bhiwani
- **Higher Secondary** | GGPS, Bokaro