

Ashish Prasad

Sr. UX/UI designer | Product Designer | Enterprise SaaS | Design Systems | Accessibility (WCAG) | Pune | +917020240499

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PORTFOLIO – [CCSPro](#) | [Elemental AI Branding](#) | [AI Photography](#) | [Novoterm Case Study](#) | [Akasa Air Case Study](#) | [Panea \(UI/UX Audit\)](#) | [Panea \(Visual Guidelines\)](#) | [Micro-Interactions](#) | [Norvant](#)

PROFESSIONAL SUMMARY

I am a creative and detail-oriented UI/UX Designer with over **8+ years** of experience designing complex **Enterprise-grade SAAS platforms** and **complex digital ecosystems**.

I am skilled in creating **user-centric designs** for **AI Products & Solutions** which are aligned with business goals.

I can **collaborate** with **cross-functional teams** to define and **solve business and customer problems**. I have a **strong UX focus**, a clean visual design sense, and expertise in typography and grids. I am committed to continuous learning and improvement.

SKILLS AND ABILITIES

- **User Research & Strategy**
 - Define research strategy aligned with business goals
 - Conduct qualitative & quantitative user research
 - Competitive benchmarking
 - Usability testing & insight synthesis
 - Data-driven design iteration
- **Experience Design**
 - Information Architecture (IA)
 - Sitemaps & Navigation Models
 - User Flows
 - High-level concept validation with customers
 - End-to-End Product Design
- **Design Systems & Consistency**
 - Establish and scale cross-platform design systems

Define design patterns & micro-interaction guidelines
Maintain visual consistency across product touchpoints

- **Accessibility & Compliance**

WCAG A / AA / AAA compliance
Inclusive design implementation

- **Collaboration & Delivery**

Cross-functional collaboration (UX, UI, Engineering)
Agile environment (Jira, Azure DevOps, Aha)
Stakeholder management & design discussions
Project sign-off & closure management

- **Tools**

AI Tools | Figma | Adobe Creative Suite | InVision | Framer | Claude

CERTIFICATE

- [Figma by UXtoast](#)
- [Designing Microinteractions with Figma](#)
- [Conduct UX Research and Test Early Concepts](#)
- [Start the UX Design Process: Empathize, Define, and Ideate](#)
- [Design Thinking: Customer Experience](#)

PROFESSIONAL EXPERIENCE

Robosoft Technologies | **Sr. UX/UI Designer** | *Oct 2022 – till date*

- I have Increased **customer retention by 20% which makes the overall figure of client retention by 90%**
- I have successfully **implemented numerous features** and enhanced the **design system** to increase its appeal and interactivity in the **SaaS product** on which I am working.
- I have **led** the development of the **customer's design system**, drove its adoption and improved reusability.
- I **engage in daily client-facing interactions**, including **pre-sales consultations** and **presentations**. I focus on understanding client requirements and providing customized design solutions.
- I have **discovered new business opportunities**, established **strong client relationships**, and **secured multiple high-value contracts**.
- I have enhanced **product recommendation** and **boosted sales**.
- I have contributed to **enhanced accessibility standards (A, AA, AAA)** for a **major banking institution**.

- I **led business decision-making and reduced operational costs.**
- I have **led the design process**, creating **wireframes, prototypes, and user flows using tools such as Figma.**
- I have implemented **user-centered design principles** to enhance the overall **user experience and accessibility.**
- I do **daily collaboration** with developers to ensure seamless implementation of designs, addressing any UI challenges.
- I have always stayed updated on industry trends, best practices, and emerging technologies in UI/UX design.

GO MO Group | **Sr. UI/UX Designer** | Jul 2021 – Oct 2022

- I have coordinated with clients and managers to gather requirements and get approval on the final design.
- I have coordinated with the development team to ensure the website is built according to the approved design.
- I have conceptualized **web designs, created wireframes, wireframe designs, and site maps according to client requirements.**
- I have created unique and user-friendly designs for web and mobile maintaining the client's brand identity.
- I have created presentations to demonstrate the design process for each client.

Vidushi Infotech | **Visual Designer** | Aug 2018 – Jul 2021

- I have participated in presales activities, including client meetings, RFP/RFQ responses, and proposal presentations.
- I have articulated the value proposition of design services, differentiating offerings from competitors.
- I have **worked closely** with **sales and marketing** teams to develop **compelling sales collateral and presentations.**

EDUCATION

- PUNE University | MBA - Marketing - 7.6 CGPA | 2016-2018
- IGNOU University | Graduation – B.A Animation – II Class | 2012-2015
- Part Time work (working in event company as a promoter) | 2010-2012
- HSC | Janta Vidhayalay College – 63% | 2010
- SSC | Carmel Convent School – 78.30% | 2008

Sincerely,

Ashish Prasad

