

PRADEEP R

Senior UI/UX Designer · Enterprise UX · Design Systems · Front-End Development · AI-Assisted Design Workflows

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PROFILE

Senior UI/UX Designer with 7+ years designing enterprise SaaS, e-learning, healthcare and fintech products. Led a 5-person design team, built token-based Figma design systems, and owned platforms used by 6,000+ employees across 14 global regions. Hands-on with front-end development (HTML, CSS, JavaScript, React) and highly proficient with AI tools (Claude, ChatGPT, Figma Make) for research synthesis, ideation and rapid prototyping.

KEY SKILLS

- **Product & UX Design:** 0-to-1 product design, enterprise UX, service design, journey mapping, wireframing, prototyping
- **UX Research & IA:** Discovery research, information architecture, usability testing, heuristic evaluation
- **Design Systems:** Token-based systems, component libraries, component governance, design tokens, developer handoff
- **Interaction & Visual Design:** Micro-interactions, motion design, responsive design
- **Accessibility:** WCAG 2.1 compliance across enterprise platforms
- **Front-End Development:** HTML, CSS, JavaScript, React; building coded prototypes and working closely with developers through implementation
- **Collaboration:** Design team leadership, mentoring, stakeholder management, agile delivery
- **AI-Assisted Design:** Advanced use of Claude, ChatGPT and Figma Make for research synthesis, UX writing, ideation and rapid prototyping
- **Tools:** Figma (Auto Layout, Variables, Dev Mode), Miro, Notion, Rive, Adobe Creative Suite

EXPERIENCE

Senior UX Strategist | Toss the Coin · Oct 2025 – Feb 2026

- Directed UX strategy across 10+ B2B enterprise engagements, owning discovery research, service design, journey mapping and final UI delivery with engineering and client stakeholders.
- Architected a token-based Figma design system adopted across all active projects, cutting per-project UI build time by ~35% and removing cross-team inconsistencies.
- Led a 5-person design team: hired, mentored, and set up critique cadences and component governance that reduced design-to-handoff time by 35%.
- Embedded AI tools (Figma Make, ChatGPT, Claude) into the team workflow, cutting research synthesis and iteration cycles by ~40% on live client work.

Visual Designer (UX/UI Focus) | Deloitte · Oct 2022 – Sep 2025

- Led product design for an enterprise learning platform used by 6,000+ employees across 14 global regions: usability scores up 32%, task abandonment down 28%.
- Delivered 0-to-1 redesigns of 3 core internal tools using the Double Diamond method, improving average task completion by 26%.
- Owned the Figma design system for 14 global L&D teams, cutting production time by 25%.
- Mentored 3 junior designers through bi-weekly reviews, reducing revision cycles by ~30%.

Brand & Product Designer | Zocket · Feb 2022 – Aug 2022

- Redesigned the onboarding flow from behavioural drop-off analysis across 8,000+ active users, lifting 60-day retention by 20%.
- Designed product dashboards, landing pages and ad campaign tools with engineering and marketing across 4 sprint cycles.

Graphic Designer (UI/UX) | Voqzi · Aug 2020 – Nov 2021

- Optimised landing pages for 3 client brands in healthcare, e-commerce and B2B, delivering a 20% conversion uplift.
- Shipped 6 products over 15 months, defining the UX and visual guidelines used across all releases.

Motion Graphics Designer | Edufic Digital · Apr 2019 – Jun 2020

- Designed motion assets and micro-interactions for 60+ corporate learning modules, contributing to a 22% improvement in post-module assessment scores.

Freelance Product Designer · Jan 2017 – Present (concurrent)

- Delivered end-to-end UX for 15+ startups and SMEs in healthcare, fintech and e-commerce: research, IA, wireframing, UI and branding.

SELECTED WORK (CASE STUDIES AT [PRADEEPDOTR.NETLIFY.APP](https://pradeepdotr.netlify.app))

- **Fleet Management SaaS Redesign:** Redesigned the core dispatcher workflow, reducing task completion time by 38% and improving satisfaction scores.
- **Deloitte Internal L&D Platform:** UX redesign for 6,000+ employees across 14 global regions, with a 31% improvement in course completion and 44% fewer support queries.

EDUCATION & CERTIFICATIONS

- **B.Tech, Information Technology:** Valliammai Engineering College, SRM University (2011–2016)
- **UI/UX Design Programme:** 2019
- **Certifications:** Google UX Design Certificate (Coursera) · UX Design (Coursera) · Design Thinking (IDF) · Mobile UX Design (IDF)