

Hari Chandra Prasad

UI/UX Designer

✉ Hariprasad45x@gmail.com ☎ +1 (314) 575-7249 📍 St. Louis, Missouri, USA 🌐 LinkedIn

SUMMARY

A highly skilled and results-oriented **UI/UX Designer** with **over 3 years** of experience in the full product design lifecycle, from initial concept to launch. Proven expertise in conducting in-depth **user research** and **usability testing** to translate complex user needs into intuitive digital products. Proficient in creating scalable **design systems**, high-fidelity prototypes, and visually compelling interfaces that led to a **15% reduction in user onboarding drop-off rate** and a **20% increase in team efficiency**. Adept at collaborating with cross-functional teams in **Agile/Scrum** and **Kanban** environments to deliver measurable business results.

SKILLS

User Research & Testing: User Interviews, Surveys, Focus Groups, Contextual Inquiry, Ethnographic Research, Usability Testing (Moderated, Unmoderated, Remote, Guerrilla), Card Sorting, Tree Testing, Persona Development, Empathy Maps, User Journey Mapping, A/B Testing, Multivariate Testing, Heatmap Analysis (Hotjar, Google Optimize), Usability Metrics (SUS, NPS, Task Success Rate)

Wireframing, Prototyping & Information Architecture: Wireframing (Low/Mid/High-Fidelity), Interactive Prototypes, Micro-Interactions, User Flows, Task Flows, Process Mapping, Information Architecture, Content Hierarchy, Site Maps, Navigation Design, Storyboarding, Scenario Mapping

Visual & Interaction Design: Typography, Color Theory, Layout, Grid Systems, Visual Hierarchy, Responsive & Adaptive Design (Web/Mobile), Interaction Design, Motion Design, Micro-Animations, Transitions, Design Systems, Pattern Libraries, Component Libraries, Style Guides, Branding Integration

Methodologies & UX Frameworks: User-Centered Design (UCD), Human-Centered Design (HCD), Design Thinking, Double Diamond Framework, Lean UX, Rapid Prototyping, Agile, Scrum, Kanban, Iterative Design, Continuous Improvement, Usability Heuristics, Cognitive Psychology Principles, Emotional & Behavioral Design

Software & Tools: Figma (Auto Layout, Variants, Components, Plugins), Sketch, Adobe XD, Axure RP, Adobe Creative Suite (Photoshop, Illustrator, After Effects), InVision, Marvel, Zeplin, Miro, FigJam, Notion, Jira, Trello, Asana, Confluence, Monday.com

Technical Skills: HTML5, CSS3, JavaScript (working knowledge), Responsive Web Design, Cross-Browser Compatibility, Accessibility Standards (WCAG 2.1, ADA Compliance, Inclusive Design), Version Control (Git, GitHub – basic)

Soft Skills: Problem-Solving, Analytical Thinking, Critical Thinking, Cross-Functional Collaboration, Stakeholder Communication, Empathy, Storytelling, User Advocacy, Workshop Facilitation, Design Sprint Leadership, Public Speaking, Presentations, Time Management, Prioritization, Adaptability

PROFESSIONAL EXPERIENCE

DXC Technologies

Jun 2025 – Present

UI/UX Designer

- Conducted a comprehensive **user research** plan, including **user interviews** and **usability testing**, to inform design decisions for a new B2B SaaS platform for financial data management.
- Developed detailed **user personas** and **user journey maps** to represent key users and identify critical pain points in the existing workflow.
- Designed and created **high-fidelity mockups** and **interactive prototypes** using **Figma**, incorporating a pre-existing design system to ensure brand consistency and efficiency.
- Collaborated within an **Agile/Scrum** environment with cross-functional teams, including product managers and engineers, to ensure the successful implementation of design solutions and a smooth handoff process.
- Presented design concepts and solutions in weekly sprints to internal and external stakeholders, effectively incorporating feedback for iterative improvements to the platform's dashboard and reporting features.
- Applied principles of **responsive and adaptive design** to ensure the platform was fully functional and visually consistent across desktop, tablet, and mobile devices.

TatvaSoft

Senior UI/UX Designer

Jul 2021 – Jul 2023 | Ahmedabad, India

- Mentored and guided a team of 3 junior designers, providing training in **User-Centered Design (UCD)** principles and leading a 5-day **design sprint** to define the core features for a new mobile artisan marketplace app. This included leading **workshop facilitation** and refining their skills in **storyboarding** and **scenario mapping**.
- Led the creation and implementation of a scalable **design system** and component library in **Figma**, leveraging features like **Auto Layout, Variants, and components** to ensure consistency and improve team efficiency by **20%** across multiple product teams.
- Collaborated with senior leadership to define the product roadmap, using insights from **usability heuristics** and **cognitive psychology principles** to prioritize features that enhanced **user engagement** and reduced friction within the app's primary user flows.
- Presented design solutions and project updates to internal and external stakeholders, using **storytelling** to communicate the value and strategic impact of design decisions.
- Ensured design solutions for multiple projects were optimized for a seamless **responsive and adaptive design** experience across web and mobile platforms.

UI/UX Designer

Aug 2020 – Jul 2021 | Hyderabad, India

- Executed a comprehensive **user research** plan, including conducting **moderated usability testing** with 20+ vendors and performing in-depth **user interviews** to uncover critical pain points within the local artisan marketplace app's vendor onboarding flow. This research led to a **15% reduction in onboarding drop-off rate**.
- Collaborated with product managers to create detailed **user personas** and **empathy maps** to represent target users and inform design decisions throughout the project lifecycle.
- Developed comprehensive **user flows, wireframes, and interactive prototypes** using **Figma** to effectively communicate design solutions to stakeholders and gather feedback in an iterative design process.
- Ensured all design solutions were **accessible** and aligned with **WCAG 2.1** standards for color contrast, typography, and screen reader compatibility, improving the user experience for individuals with disabilities.
- Worked closely with cross-functional product and engineering teams within a **Kanban** framework to ensure seamless implementation and **cross-browser compatibility** of designs, resulting in a successful launch of the app's initial version.
- Participated in **A/B testing** and **heatmap analysis** post-launch to monitor user behavior and identify opportunities for continuous improvement, contributing to data-driven design decisions.

PROJECTS

Financial Wellness App Redesign:

- Led a comprehensive redesign of a financial wellness app's mobile experience. Conducted **A/B testing** on new user flows and **usability testing** to identify friction points. Developed a component-based design system in Figma, resulting in a **25% faster development cycle** for new features. The redesign increased daily active users by **10%** and improved user satisfaction scores by **15%**.

E-commerce Checkout Optimization

- Drove the redesign of an e-commerce platform's checkout process to reduce cart abandonment. Through in-depth **user interviews** and **heatmap analysis**, identified key drop-off points. Created interactive prototypes that simplified the checkout steps and introduced a guest checkout option. The updated design led to a **30% decrease in cart abandonment** and a **15% increase in conversion rates**.

EDUCATION

Masters in Information Systems
Saint-Louis University

May 2025 | Saint-Louis, USA

CERTIFICATES

Python course in solo learn

Ai for every one in deeplearning.ai