Prateek Singh

Lead UX Designer | 7+ years experience

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🔗 LinkedIn | Portfolio

about

Senior Product Designer with 7+ years leading design strategy and innovation across fintech and SaaS. Proven track record of driving measurable business outcomes through end-to-end product execution, cross-functional leadership, and cutting-edge AI integration. Known for establishing scalable design processes and mentoring teams while delivering pixel-perfect experiences. Currently spearheading product design and AI innovation at a fast-growing B2B fintech startup.

key achievements

- Achieved 30% DAU adoption on AI product feature within first week
- Led organizational AI transformation across design and development workflows
- Mentored design team in emerging technologies and scalable design practices
- Reduced engineering bandwidth for a project by 90% through AI-powered design automation

skills & tools

Design Leadership: Team Mentoring, Design Strategy, Cross-functional Collaboration

Design Process: User Research & Testing, Information Architecture, User Journey Mapping

Design Execution: Interaction Design, Wireframing & Prototyping, Design Systems

Technical: Basics of HTML5, CSS, JavaScript

Tools: Figma, MCP/AI, Adobe XD, Lottie, PostHog, Framer

certificates & recognition

Strategic Design Program
Rhode Island School of Design

Wongdoody Insta Award
Awarded for my contribution in a high demand client work

Specialisation in UX Design
California Institute of the Arts

Full Stack Designer
Trained in basic web development

Infosys Certified Digital Accessibility Associate

work experience

Xflow | Lead UX Designer   Sep 2022 – Present

Leading product design across AI, invoicing, developer experience, and checkout in a fast-growing B2B fintech startup

Core Product Design:

- Led cross-functional redesign of self-serve invoicing tools, reducing invoice generation time by 40%, cutting drop-offs by 30%, and achieving 20x user preference over legacy workflows.
- Orchestrated merchant experience overhaul for core platform vertical handling 80%+ of processing volume, strategic fee visibility improvements resulted in 25% reduction in support queries.
- Spearheaded global expansion design strategy, scaling platform UI for multi-currency support across all user-facing flows — enabling international market entry.
- Leading API and developer experience revamp, including design of a self-serve upgrade journey, freeing 90% of ops bandwidth and improving developer satisfaction.

AI innovation and Automation:

- Built AI FX analyst providing 3-day USD/INR rate outlooks to drive limit order usage, achieved 30% DAU adoption within first week of launch.
- Implemented AI-driven design-to-code workflows using Figma MCP and Claude, reducing frontend development time by 90%.
- Led AI adoption in design, built intelligent documentation assistant to help non-technical teams understand product features, with customer deployment planned to reduce support overhead by 30%.
- Developed AI-powered Figma plugins that automated design workflows, enabling team-wide adoption and reducing repetitive tasks.

Analytics and Motion:

- Built PostHog-based analytics dashboards from scratch, unlocking real-time usage insights for product, design, and support teams to drive data-backed decision-making.
- Introduced motion and 3D UI elements using Lottie and custom renders — elevating brand perception and improving UX across website and dashboard experiences.

Wongdoody (Infosys) | Lead Experience Designer   Sep 2020 – Sep 2022

Worked with multiple Fortune 500 clients across domains.

- Spearheaded legacy product modernization for Samsung Korea, introducing multilingual support and interaction upgrades — resulting in 30% improvement in turnaround time for internal workflows.
- Directed VUI design strategy for Intel R&D, crafting voice interaction flows for Temi Robot — successfully launched globally across Intel's retail experience centers.

Freelance Designer   Jul 2018 – Sep 2022

Worked across multiple design domains including UX, architecture, branding and Industrial Design.

education

M.Des | Industrial and Product Design   2020
Department of Industrial Design,
School of Planning and Architecture, New Delhi — First Class with Distinction

B.Arch | Bachelor of Architecture   2018
School of Planning and Architecture, New Delhi — First Class

HSC | CBSE   2012
Delhi Public School, Lucknow
89.3%