

# 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%