RAGHAV

UX Designer | Product Designer

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About Me

UX Designer with expertise in product design, user research, and interaction design as well as AR and VR. Currently pursuing a Master of Science in User Experience Design at Birmingham City University, which ends on Feb 1. I specialize in user-centred design methodologies and innovative UX strategies.

- Proficient in design thinking and creating engaging, intuitive experiences for diverse users.
- Skilled in prototyping, usability testing, and visual design, blending creativity with research-driven insights.
- Passionate about delivering impactful solutions that align with business goals and user

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Work Experience

Studio Nefce — Gamified *UX Designer (Jan 2025 – Present)*
This was one of my proudest gigs ever where I got to exercise my UX skills with game psychology to come up with a redacted application.

- Week 1 Achievements: Reading through research papers and user's data to understand the company's core aim, value proposition, and product roadmap, contributing to product discussions in weekly all-hands meetings. This was one of the most hectic works ever, worked all 6 days a week with multiple meetings and presentations that would go side-by-side.

- Designed intuitive core user journeys (CUJs) that enhance customer engagement, impressing both prospects and users. Also, ran user studies to uncover deeper pain points, leading to actionable design improvements for usability and satisfaction.

- Delivered a backlog of designs for engineers, ensuring consistent and impactful collaboration. Mentored newly hired product managers, sharing insights on startup culture, user research, and product development workflows.

- Created a huge document with Elevator pitch, design pillars, play flow, monetization design, vision, archive, worldbuilding and assets.

- Read through 20+ research papers to back the concept and did extensive user research to prove it to our investors.

- Played a pivotal role in influencing the roadmap, ensuring alignment between user needs and engineering capabilities. Balanced autonomy and collaboration, actively mentoring colleagues, and being mentored in return to achieve growth and impact.

Opendatabay (Birmingham) — *Product Designer – Part-time (Oct 2024 – Jan 2025)*

- Collaborated with **cross-functional teams** to enhance data platforms through intuitive designs.
- Created **wireframes, prototypes, and high-fidelity designs ios** for seamless user interactions.

- Conducted **user research and usability testing**, ensuring data-driven decisions aligned with business goals.
- Developed **design systems** for consistency and accessibility across the platform.
- Iterated designs based on **stakeholder feedback and data insights** to improve usability.

Noun Town (London) — *Designer – Part-time (April 2024 – June 2024)*

- Redesigned UX elements, including **menus, settings, and main screens**, improving usability.
- Enhanced **character visibility and accessibility**, boosting user engagement.
- Collaborated with designers to refine **concepts and visual appeal** while maintaining brand consistency.
- Ensured clear communication with **HR teams and stakeholders** throughout the process.

LeagueX, Alter — *Design Generalist – Full-time (Jun 2022 – Nov 2023)*

- Delivered **multi-domain design solutions** spanning **UI/UX, 3D design, AR, VR and marketing strategies**.
- Designed and optimized **navigation, menus, and settings** for enhanced user experience.
- Worked closely with **executives and the CEO**, influencing business strategies and design decisions.
- Directed **character design** for accessibility, improving visual appeal and usability.
- Prototyped designs using **Adobe XD, InVision, and Unity,** delivering scalable products.
- Led **3D modeling and branding initiatives**, aligning marketing campaigns with product design goals.

Do. Creative Labs Ltd — *3D Designer – Full-time (April 2022 – May 2022)*

- Created **3D models and visuals** for OTT platforms like **Netflix** and **Amazon Prime**.
- Improved UX for multi-platform interfaces through **motion graphics and interactive elements**.
- Utilized **Maya, After Effects, and Figma** for design workflows and interface improvements.

Freelancing – Designer, Developer, and Instructor *(2018 – Present)*

- Delivered **35+ client projects** in **branding, 3D modeling, UX/UI, and animation**.
- Designed **interactive interfaces** and **product showcases**, leveraging tools like **Blender** and **Adobe Creative Suite**.
- Managed **end-to-end design processes**, from strategy to final delivery, ensuring quality and deadlines.
- Mentored aspiring designers, focusing on **3D modeling and digital aesthetics**.

Education

- **Master of Science in User Experience Design** *(Jan 2024 – Jan 2025)*
  Birmingham City University, UK
- **International Diploma in Communication Design** *(2019 – 2022)*
  NICC International Design College, India
- **B.Sc. Visual Communication** *(2019 – 2021)*
  Bharathiar University, India

Skills

Design & Process

- **UX/UI Design:** Wireframing, prototyping, usability testing, and interaction design.
- **Research & Strategy:** User personas, user flows, and stakeholder collaboration.
- **Product Management:** Product strategy, data visualization, Sprints, and user-centered design.
- **3D/Game designer:** brainstorming new game ideas, exploring different genres and themes. design the core gameplay mechanics, such as character movement, combat systems, puzzles, and interactions.

Tools

- **Design Tools:** Figma, Adobe XD, Photoshop, Illustrator, InDesign.
- **Prototyping Tools:** Axure RP, Miro, Mural.
- **Development Tools:** HTML, CSS, JavaScript, 3JS, Framer, Webflow.
- **3D Tools:** Blender, Maya, After Effects.

TOOLS & TECHNOLOGIES
✅ **Design Tools:** Figma, Adobe Illustrator, Adobe Photoshop, InVision, Axure
✅ **User Research Tools:** Hotjar, Google Analytics 4 (GA4), Microsoft Clarity
✅ **Prototyping Tools:** Figma, InVision Prototypes, Adobe XD
✅ **Front-End Familiarity:** HTML, CSS, JavaScript basics
✅ **AI Experimentation Tools:** AI-powered design and prototyping tools like ChatGPT and design AI plugins
✅ **3D Tools:** Blender, Maya, C4D, After effects, Adobe suite, fusion 360, cad.

SOFT SKILLS
- **Strong Communicator:** Able to articulate design rationale and connect with technical & non-technical audiences.
- **Open-Minded & Humble:** Embraces feedback and continuously adapts to new insights and challenges.
- **Strategic Thinker:** Balances business goals with user needs, prioritizing iterative design thinking.
- **Cross-Functional Collaboration:** Works seamlessly across teams to align research insights with technical feasibility.

WHY ME?
With a proven background in **end-to-end UX design**, a strong focus on user research, and deep experience in delivering functional, innovative design solutions, I bring the right balance of vision, technical expertise, and user empathy to your team. My hands-on experience in **Figma design systems, prototyping, user research, and front-end familiarity**, combined with my passion for workshops and co-design, positions me to contribute meaningfully to your product vision.
I am eager to bring these experiences and traits to foster collaboration and innovation, ensuring that users' needs are consistently met while driving business success.

Personal Website
  I developed it with raw CSS ---------------- https://dedrox2k.github.io/dedrox/ux.html

Artstation
  3D and game design----------------------------https://www.artstation.com/raghavprasanna

Behance
  UX/Product portfolio ------------------------- https://www.behance.net/raghavprasanna

Dribble
  UI design portfolio----------------------------- https://dribbble.com/DEDROX2K

Article writing
  Case studies and blogs ----------------------https://medium.com/@RaghavPrasannaUX

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