

Prakash Sannasetti

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A UI/UX Designer with 1.5 years of experience focused on creating intuitive e-commerce websites, landing pages, and SaaS dashboards. Adept at enhancing the entire user journey, from initial wireframes to final mockups, leading to a 20% increase in conversion rates. Integrates modern, "AI-powered" design tools to accelerate workflows and build user-centric products efficiently.

EXPERIENCE

Phantasm Solution

UX/UI Designer

Jun 2024 -Aug 2025

Vijayawada, India

- Designed conversion-focused e-commerce websites and landing pages by optimizing user journeys in line with SEO best practices, contributing to a 20% boost in conversion rates and improved user engagement metrics.
- Conducted competitor analysis to inform wireframes and prototypes, focusing on optimizing user flows and on-page elements to reduce bounce rates and better align with user search intent.
- Built user-friendly SaaS dashboards for complex inventory and ERP management systems, simplifying workflows for internal users.

CERTIFICATIONS

Google UX Design Professional Certificate -Coursera
UI/UX Design Certification, UI/UX Telugu Institute

2025

2024

SKILLS

- Tools:** Figma, Sketch, Adobe XD, Framer, Miro, UserTesting, UX Pilot, Photoshop, Illustrator
- Design Skills:** Product Design, Interaction Design, Visual Design, User Personas, Journey Mapping, User Research, Usability Testing, A/B Testing, Wireframing, Prototyping, Design Systems & Sprints
- Technical Skills:** HTML, CSS, JavaScript, Gestalt Principles, Typography, Color Theory, Iconography, Ideation Techniques, Identity Design, Empathy Mapping, Affinity Diagrams, Usability Testing

PROJECTS

Doctor's Appointment App- Case study

- Redesigned the patient experience by creating intuitive user flows for booking, rescheduling, and cancellations to ensure a smooth, hassle-free experience across devices.
- Specialized in creating high-quality illustrations and animations, enhancing narrative and visual engagement of projects, leading to a 35% increase in user interaction and 15% improvement in stakeholder feedback.
- Optimized the mobile application by simplifying navigation and adding quick booking options to improve patient engagement and build trust in the platform

Txsyn Labs - B2B Client

- Streamlined the user flow for order tracking, formula customization, and packaging design review to improve client communication and project transparency.
- Designed a comprehensive set of web-based UI screens for the client portal, translating complex product customization requirements into a clean, intuitive, and easy-to-navigate user interface

EDUCATION

Vasireddy Venkatachari Institute of Technology University

2020 – 2024

Bachelor of Technology-EEE

ACHIEVEMENT

Awarded Employee of the Month (November 2024) in recognition of outstanding performance, teamwork, and exceeding monthly goals.