Lakshmi Pratap

Toronto, on (Relocating) • +91 9632072265 • lakshmipwork@gmail.com • lakshmipratap.com

Product Designer with 2+ years of experience designing and shipping SaaS and startup products across B2B and B2C. Experienced in end-to-end product design, from user research and problem definition to interaction design, design systems, and launch. Founder of a shipped Chrome extension, with hands-on experience collaborating with engineers, founders, and cross-functional teams to deliver usable, scalable solutions aligned with business goals.

Experience

Independent Product Designer (Shipped Product)

QUIPPY — Chrome Extension | Oct 2025 – Present

- Founded and designed Quippy, a smart Chrome extension that detects text patterns and delivers instant contextual conversions.
- Led the product end-to-end, owning UX, UI, interaction flows, onboarding, and a scalable component system optimized for browser performance and designed quick-action interactions and lightweight workflows to minimize cognitive load and maximize speed of use.
- Built core functionality using AI-assisted development, collaborating closely with engineering logic while rapidly iterating based on testing.
- Conducted user research and iterative internal testing to prioritize high-value features including time-zone, unit, and temperature conversions.
- Prepared the product for Chrome Web Store launch, with future subscription and monetization considerations built into the design.

UX/UI Designer — Startup (Canada)

CONSULTCRAFT | Vancouver, Canada | Mar 2025 – Oct 2025

- Designed end-to-end product flows for the mobile app (launching in US, Canada and India), simplifying navigation and improving usability through refined wireframes for the startup.
- Built a scalable design system from scratch, ensuring consistency across screens and streamlining developer handoff.
- Created interactive onboarding animations that enhanced engagement while preserving brand identity.
- Partnered with developers, CEO, and advisors to align design decisions with business strategy and technical feasibility.
- Validated usability improvements through internal testing and stakeholder feedback, reducing inconsistencies and improving efficiency.

Freelance UX/UI Designer

May 2022 – Mar 2023

- Designed and prototyped mobile and web apps for startups across HR tech, retail, and edtech.
- Conducted user research and competitor analysis to shape product direction.
- Delivered responsive designs and prototypes that balanced user needs with client objectives.

UX/UI Designer

Clearisk | Singapore city, Singapore | Nov 2021 – Oct 2022

- Led UX and UI work for a SaaS product after 3 months as Associate Designer, collaborating with developers and stakeholders across the UK, US, and Singapore.
- Improved onboarding flows, reducing drop-off rates by 35% and rage clicks by 50%.
- Designed a role-based CX portal for Traders, Managers, and Treasury teams, increasing efficiency by 40%.
- Developed document management features that reduced user friction by 30% and introduced a subscription management system design
- Balanced enterprise-level functionality with intuitive design, ensuring adoption across user groups.

Education

MSc in Human Computer Interaction(HCI) | University of Nottingham, UK | 2023 – 2024

Research: Exploring Cartesian Dualism through Virtual Reality (VR)

Bachelor's in Architecture | Manipal School of Architecture and Planning, India | 2015 – 2020

Research: Building materials and their influence on a space used by the deaf and hard of hearing

Skills

Design: Interaction Design • Design Systems • Prototyping • Wireframing • Motion Design • Animation • Responsive Design • Conversion Rate Optimization (CRO)

Research: User Interviews • User persona • Usability Testing • Heatmaps • A/B Testing • Card Sorting • User Journey Mapping • Competitor Analysis • Survey & Data Analysis

Personal: Cross-Functional Communication • Product Strategy Alignment • Organization • Creative Direction • Agile Teamwork • Stakeholder Management

Tools: Figma • Adobe XD • Illustrator • Photoshop • After Effects • Miro • Zeplin • Jira • Fullstory • Google Analytics • Unity • HTML • CSS • JavaScript

AI Tools (Vibe Coding): Claude • Lovable • Figma Make• ChatGPT

Interests

Pencil Sketching • Digital art • Animation • Illustrations • Music • Learning new languages (Spanish, Python)