

Lakshmi Pratap

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UX/UI Designer with 2+ years' experience in team leadership and freelance design roles, blending creativity with practical problem-solving. **MSc graduate in Human-Computer Interaction from the University of Nottingham and B.Arch. graduate from Manipal School of Architecture and Planning. Skilled 2D illustrator specialized in character illustration.**

Experience

MARCH 2025 – PRESENT

UX/UI Designer | Consultcraft | Vancouver, Canada

- Redesigned user flows, improving navigation and usability by refining existing mid-fidelity wireframes.
- Built a complete design system from scratch, ensuring consistency across all screens and streamlining developer handoff.
- Created custom illustrations and animations for Onboarding carousel, retaining brand identity and being unique.
- Designed interactive animations to improve user engagement and onboarding experience.
- Optimized UI components for scalability, reducing design inconsistencies and accelerating development efficiency.
- Collaborated closely with developers, the CEO, and advisors, ensuring alignment between design, business objectives, and technical feasibility.
- Validated usability improvements through internal testing and stakeholder feedback

MAY 2022 – MARCH 2023

Freelance UX/UI Designer

- **Amphisoft Ventures | Bangalore | India**

An app for an early-stage startup focusing on solving HR industry specific problems

- **Lyndata labs | Kochi | India**

An app focused on enabling users to find premium stores and attractions in Dubai

- **Edtech Startup (Stealth) | Bangalore | India**

A website focused on improving personal growth for adults

NOVEMBER 2021 – OCTOBER 2022

UX/UI Designer | Clearisk | Singapore, Singapore

- Started as an Associate Designer, working under the Lead Designer for 3 months, before taking the lead in February 2022.
- Designed and optimized multiple SaaS product features for both desktop and mobile, ensuring seamless cross-platform usability.
- Worked in an agile environment, directly collaborating with developers, the CEO, and stakeholders from UK, US, and Singapore, aligning design with business goals.

- Improved onboarding flow for traders, reducing drop-off rates by 35% and rage clicks by 50% through iterative design improvements.
- Designed a CX Portal for Traders, Managers, and Treasury teams, implementing role-based access control, improving efficiency by 40%.
- Developed a Documents & Agreements feature for the Client Portal, streamlining document retrieval and reducing user friction by 30%.
- Led UX for both B2B and B2C products, balancing enterprise functionality with user-friendly experiences.

Skills

Tools – Adobe Photoshop • Adobe Illustrator • Figma • Adobe XD • Python • Unity • Adobe After Effects • Miro • Microsoft Office • InDesign • Zeplin • Jira • Fullstory • HTML • CSS • JavaScript

Design – Persona • Story Boarding • Wireframing • Prototyping • A/B Testing • Hierarchical Task Analysis • Layout Analysis • User Story • Design Systems • Responsive Design • Interaction Design • Conversion Rate Optimization (CRO) • QA Testing (Manual)

Research – User Interview • User Testing • Card Sorting • Competitor Analysis • Statistical Analysis • Survey • System Usability Scale score • Heatmap Analysis • User Journey Map • Usability Testing

Soft Skills – Creative Direction • Communication • Decision Making • Teamwork • Time Management • Problem Solving • Cross-functional collaboration • Adaptability • Agility

Education

SEPTEMBER 2023- SEPTEMBER 2024

MSc in Human Computer Interaction | University of Nottingham | Nottingham, UK

Research: Exploring Cartesian Dualism through Virtual Reality (VR)

JUNE 2015- JUNE 2020

Bachelors in Architecture | Manipal School of Architecture and Planning | Manipal, India

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

Interests

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