

# KABI PRASAD MALLICK

UI/UX & Product Designer | India  
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[Portfolio](#) | [LinkedIn](#) | [Behance](#)

## Summary

Innovative UI/UX Designer with 3+ years of experience creating next-generation designs for web and mobile applications. Skilled in **UI design systems, UX research, wireframing, prototyping, and interactive animations**. Strong understanding of development feasibility, accessibility (WCAG), and user psychology. Adept at designing **SaaS dashboards, enterprise solutions, and customer-facing applications**. Passionate about **Sustainable UX** and **AI-driven UX design** to deliver pixel-perfect, user-friendly, business-focused products.

## Core Skills

- **UX Design:** User Research, Personas, Journey Mapping, Information Architecture, Usability Testing, Wireframing, Prototyping
- **UI Design:** Typography, Color Theory, Layouts, Component Libraries, Design Systems, Accessibility, Responsive Design
- **Motion & Interactions:** Micro-interactions, Lottie Animations, After Effects, Principle, Framer
- **Tools:** Figma, Adobe XD, Illustrator, Photoshop, After Effects, Sketch, Balsamiq, Jira, Google Analytics
- **Development Knowledge:** HTML, CSS, Basic JavaScript, React/Angular familiarity
- **Workflow:** Agile, Scrum, Cross-functional Collaboration, Product Roadmapping

## Professional Experience

Let's driEV - UI/UX & Product Designer  
Bhubaneswar, Odisha | Oct 2022 - Mar 2025

- Redesigned company website, improving **user retention by 15%**.
- Revamped Android app with simplified flows, enhancing usability and adoption.
- Designed **CRM dashboard, KYC matrix, and calling features**, reducing onboarding time by ~30%.
- Built internal **fleet management portal** with optimized UX workflows.
- Developed a **brand playbook** and collaborated with marketing for consistent digital presence.
- Conducted **UX research, user journey mapping, and usability testing** to align solutions with user psychology and business needs.
- Partnered with developers to ensure **pixel-perfect, responsive, and accessible** implementation.

## Certifications

- **HTML & CSS** - Udemy
- **Using AI in the UX Design** - LinkedIn Learning
- **Sustainable UX Design** - LinkedIn Learning
- Ongoing practice in **UX research methods, accessibility standards (WCAG), and Motion design**.

## Education

- **ICAT Design and Media College, Chennai** – PG in UI Design & Development | 2021 – 2022
- **Bhubaneswar College of Engineering** – B.Tech, Mechanical Engineering | 2016 – 2019
- **Bhadrak Engineering School & Technology** – Diploma, Mechanical Engineering | 2012 – 2015