

KABI PRASAD MALLICK

UI/UX & Product Designer | Bhubaneswar, Odisha

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[Portfolio](#) | [LinkedIn](#) | [Behance](#)

Summary

Results-driven UI/UX & Product Designer with 2.5+ years of experience designing user-centered solutions for web and mobile platforms. Proven track record of improving user retention, streamlining onboarding flows, and delivering accessible and intuitive digital experiences. Passionate about cross-functional collaboration, iterative design, and solving real-world problems through design thinking.

Skills

UX Design :

User Research, Personas, User Flows, Journey Mapping, Wireframing, Prototype.

UI Design :

Typography, Color Theory, Component Design, Accessibility, Design Systems

Tools :

Figma, FigJam, Sketch, Adobe XD, Balsamiq, Jira, Google Analytics, Photoshop, Illustrator, After Effects.

Development :

HTML, CSS, Basic JS

Workflow :

Agile, Scrum, Product Roadmapping

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, simplifying user journey and enhancing usability.
- Launched CRM dashboard, KYC Matrix, and calling features, reducing onboarding time by ~30%.
- Designed internal fleet management portal with optimized UX workflows.
- Developed brand playbook and collaborated with marketing for consistent digital presence

Education

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

Certifications

- **HTML & CSS** - Udemy, 2025