

# Prahlad Joshi

UI/UX and Product Designer | 10+ Years of Experience

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## Summary

Creative and detail-oriented UI/UX Designer with 10+ years of experience crafting user-centered digital experiences across web, mobile, and enterprise platforms. Mastered in design strategy, wireframing, prototyping, and usability testing. Also, skilled in writing compelling narratives that capture the reader's attention and drive conversions. Adept at leading design teams, collaborating with stakeholders, and delivering products that balance business goals with delightful user experiences.

## Core Skills

- **Design Tools:**
  - Figma, Framer, Sketch, InVision, Balsamiq, Zeplin
- **UX Skills:**
  - Research, Personas, Stories, Interaction, Wireframing, Prototyping, Information Architecture, Usability Testing, User-Centered Design
- **UI Skills:**
  - Responsive Design, Design System, Interaction Design, Micro Animations, Design Tokens
- **Technical Skills:**
  - HTML and CSS, Bootstrap, Less and Sass, Tailwind, Angular, WordPress, Proof Reading, Content Editing
- **Techniques:**
  - Creative Content Development using AI Tools like ahrefs, Web Content Writing, Copy Editing
- **Collaboration:**
  - Agile/Scrum, Design Sprints, Meets with Stakeholders, Developer Handoff

## Professional Experience

### Freelance UI/UX Designer | January-2025 to Present

- Engaged as a freelance designer for QuessCorp and various other clients.
- I played a pivotal role in shaping and sustaining the content strategy for the website <https://logiscope.in/>, ensuring that it aligned with overall business objectives and targeted audiences. This involved conducting thorough research to understand user needs and analysing

competitor strategies to identify opportunities for differentiation. My efforts included regular content audits and updates to keep the website relevant and informative.

- A comprehensive website for **Friends Trust (<https://friendstrust.in/>)** was carefully crafted and developed utilizing the WordPress platform, ensuring a seamless user experience and robust functionality. Every piece of content on the site was thoughtfully curated and created independently, reflecting the organization's mission and values. The design process involved meticulous attention to detail, from the layout and color scheme to the navigation structure, all aimed at enhancing user engagement and accessibility.
- A website was created and developed for a real estate agency, accessible at **<https://sriconstruction.org/>**, utilizing WordPress to facilitate efficient content management. By thoroughly understanding the client's requirements, the content was tailored to meet their specific needs.
- Delivered creative design solutions tailored to client needs.
- Maintained a professional relationship with clients to ensure satisfaction and repeat business.

#### **Senior UI/UX Consultant @ Fluence BESS India Pvt Ltd | July-2023 to January-2025**

- Led end-to-end design for SaaS products like FLUENCE OPERATING SYSTEM, NISPERA and MOSAIC applications, improving usability and engagement across platforms.
- Conducted **user research and usability** testing with 20+ participants, leading to a **25% increase in customer satisfaction**.
- Designed a scalable **design system** adopted across 4 product teams, reducing design-to-development time by **30%**.
- Mentored and guided a **team of 4 designers**, establishing UX best practices and review processes.
- Partnered with product managers and engineers to align design decisions with business goals.

#### **Senior UI/UX Consultant @ Artech Infosystems India Pvt Ltd (Contract) | May-2023 to June-2025**

- Designed a comprehensive portal for **NOKIA**, focusing on wireframing and integration of new web features.
- Collaborated with developers, graphic designers, and engineers to enhance website interactions, leading to a **30% boost in user satisfaction**.
- Contributed to the existing e-commerce website by adding new pages and performing on-going maintenance.

#### **Senior UI/UX Consultant @ WondeBotz India Pvt Ltd | November-2021 to May-2023**

- Designed intuitive **web and mobile interfaces** for e-commerce and fintech products.
- Improved **conversion rates by 18%** by redesigning the checkout flow.
- Created interactive prototypes for stakeholder presentations and user testing.
- Implemented **responsive and accessible design** that scaled across devices.
- Elevate the visual appeal and end-user experience of the website.

#### **Senior UI/UX Designer @ Idemia India Pvt Ltd | April-2019 to October-2021**

- Assisted in wireframing, prototyping, and creating design assets.
- Collaborated with senior designers to deliver projects for enterprise clients.
- Conducted heuristic evaluations and presented actionable insights to improve product usability.

#### **UI/UX Designer @ KPISoft Technologies | November-2016 to April-2019**

- Designed a scalable **design system** adopted across 2 product teams.
- Assisted in wireframing, prototyping, and creating design assets.
- Contributed to the existing e-commerce website by adding new pages and performing on-going maintenance.
- Partnered with product managers and engineers to align design decisions with business goals.

#### **Web Designer @ Saggezza India Pvt Ltd | April-2016 to September-2016**

#### **Web Designer @ Zentel Technologies | September-2015 to April-2016**

#### **Web Designer @ Digivertical Technologies | July-2014 to September-2015**

### **Recent Case Studies**

- **FLUENCE OPERATING SYSTEM:**

Our products are designed for the most demanding industrial applications and have stood the test of time. Discover the Fluence energy storage product that's right for you.

Link: [View Case Study](#)

- **NOKIA MANAGEMENT SYSTEM:**

We stock thousands of NOKIA telecommunications systems and NOKIA parts. Designs of telecom equipment for the NOKIA brand.

Link: [View Figma Files](#)

- **WONDERBOTZ:**

WonderBotz is a full-service Intelligent Automation services provider, powering smarter business outcomes with digital workers. We believe humans and machines together are the true future of work.

Link: [View Case Study](#)

### **Education**

Bachelor of Engineering from Shree Dharmasthala Manjunatheshwara Institute of Technology in Computer Science and Engineering with 69% aggregate during the year 2010 to 2014.