PRANDEEP DAS

Senior UI UX Designer, Bengaluru

97392-77297
prandeepdas.jobs24@gmail.com
www.linkedin.com/in/prandeep-das/
prandeepdas-porfolio.vercel.app

Summary

Innovative **Senior UI UX Designer** with **7+ years of experience** in UI/UX, product strategy, and frontend development. Proven expertise in **user-centered design (UCD), design systems, and data-driven decision-making**. Led UX and frontend for **Cricket Wireless' customer service platform**, reducing agent call time by **70%** and saving **$20M annually**. Spearheaded **complete redesign of InstaFinancials' website**, boosting engagement and **SEO ranking**. Adept at collaborating with **cross-functional teams** to deliver high-impact, user-friendly digital products.

Skills & Expertise

- **UX/UI Design:** Wireframing, Prototyping, Information Architecture, Interaction Design
- **User Research & Metrics:** Persona Development, A/B Testing, UX Analytics (Google Analytics, FullStory)
- **Frontend Development:** React 18, JavaScript (ES6+), HTML5, CSS3, Bootstrap, Ant Design
- **Design Systems:** Atomic Design, Material Design, AntD, Component Libraries
- **Agile & Product Development:** Design Sprints, Scrum, Kanban, Jira
- **Leadership & Mentorship:** UX Evangelism, Stakeholder Management, Team Leadership
- **Accessibility & Compliance:** WCAG, ADA, A11Y, ARIA Implementation
- **AI & Emerging Technologies:** Prompting, Conversational UI, AI-driven UX

Work Experience (B2B, B2C, Fintech, Customer Management, E-Commerce)

Senior Software Engineer (UI UX Design)

Ivoyant Systems Pvt Ltd (Cricket Wireless/AT&T) | July 2021 – Apr 2024 | Bengaluru, India

- **Accomplished a 70% reduction in agent call time** by redesigning critical flows such as Subscriber status change, Interaction flow feature, which resulted a **$20M in annual service cost savings**.
- **Solved complex interaction problems to enhanced usability for 2,000+ agents worldwide** by leading UX design & frontend development team for Cricket Wireless' **customer service platform**, **which led to improved agent efficiency**.
- **Improved usability and user flows** by **conducting UX research, usability testing, and implementing data-driven design decisions** with FullStory and A/B testing, **leading to higher task completion rates and fewer errors.**
- **Ensured design consistency and scalability** by **developing and maintaining a UI design system** using **Figma, React, and Atomic Design principles,** which **reduced design and development time by 40%.**
- **Led UI/UX strategy sessions** and streamlined design handoff using dev tools, ensuring alignment with business requirements in a Scrum process.
- **Interviewed and mentored 30+ new joiners and created documentation**, leading to **faster onboarding and better cess understanding**.

UI UX Developer (Design)
InstaFinancials | July 2018 – May 2021 | Bengaluru, India

- **Accomplished a 2x user engagement** by **redesigning entire InstaFinancials' fintech website**, which led to improved, information architecture, usability, a modernized user experience, and consistent brand perception.
- **Developed user-centered design**, by **creating intuitive and responsive** (desktop, mobile and tablet) prototypes and visual solutions with hands-on skills in **Figma, HTML/CSS and WCAG accessibility**.
- **Increased organic traffic by 20%-30%** and ranked 1st on Google search by enhancing SEO strategies for the website, which led to **higher visibility and user acquisition**.
- **Bridged design and development** by **collaborating with engineers and leveraging frontend skills** (HTML, CSS, JavaScript, React) to streamline design handoff and **ensure pixel-perfect implementation**.

Catalog Associate
Amazon | Nov 2015 – July 2018 | BLR, India

- **Designed 50+ templates and illustrations** for an e-magazine by applying visual storytelling principles, resulting in higher reader engagement and participation.

Projects

- **Enhancing Efficiency for Cricket Wireless' Customer Service Platform**
  Ivoyant System Pvt Ltd, Cricket Wireless(client), Bengaluru

  Led the UX design and frontend development team to transform Cricket Wireless' customer service platform, achieving a 70% reduction in agent call time by redesigning critical flows like Subscriber status change, Create, submit, and save Interaction. This resulted in a remarkable $20M annual service cost savings.

- **InstaFInancials company website redesign**
  InstaFinancials, Bengaluru

  Designed and developed various pages and design assets for a web application, including the home, product pages, login, signup, registration, and internal dashboard. My role spanned from brainstorming sessions to collaboration with cross functional teammates, ultimately handing over to the backend team and providing ongoing support whenever necessary.

Education

B.E. in Electronics & Instrumentation | Gauhati University | 2010 – 2014 | 1st Class

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Certifications & Acknowledgements

- **Design Thinking & UX Certifications** – IxDF (UX, HCI, AI for Designers)
- **Scrum & Agile** – PSM-1, PSD-1
- **Microsoft Azure** – AZ-900
- **Awards** – Best Employee (Amazon), All-Rounder (InstaFinancials), Team-Lead (Ivoyant)