Prateek Kumar Singh

Product Designer

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[Portfolio](#) | [Dribbble](#) | [CodePen](#)

Summary

Results-driven Principal Product Designer with almost 6 years of experience in product design and UI development. Proficient in leading design processes from concept to completion for digital platforms. Passionate about solving complex design challenges and enhancing user experience.
With a background in Mechanical Engineering, I bring a structured, analytical approach to problem-solving, leveraging engineering principles in user experience design and system thinking.

Skills

- **Design:** UI Design, UX Design, Product Strategy, Prototyping, Interaction Design, Wireframing, Visual Design, Web & App Design, User-Centered Design, Design Systems, User Research, Information Architecture, Usability Testing, Data-Driven Design, Competitive Analysis
- **Development:** HTML, CSS, SCSS, Basic JavaScript, BEM, CSS Variables
- **Tools:** Figma, Framer, Blender, Subframe, Fusion 360, Generative AI
- **Collaboration & Leadership:** Cross-functional Collaboration, Stakeholder Communication, Team Leadership, Design Mentorship, Agile & Scrum

Work Experience

Compliance Innovation – *Principal Product Designer* (Mar 2022 - Present)

- Led a team of 5 designers, defining problem-solving strategies and key design decisions.
- Improved conversion rates, user retention, and engagement across multiple projects.
- Developed a Figma design system with local variables, reducing design iteration time.
- Conducted UX research and usability testing to refine design solutions.
- Participated in key stakeholder meetings to provide innovative solutions.

Nixet Technology – *Product Designer* (Dec 2021 – Mar 2022)

- Designed and improved the user experience for a **Shoppable Short Video Platform**, increasing engagement through interactive elements.
- Developed a **Doctor Management Platform**, optimizing appointment scheduling and enhancing provider coordination.

Techligent Systems – *Software Developer (UI Designer and Developer)* (Sep 2019 – Nov 2021)

- Designed UI using Figma and developed frontend using HTML, CSS, SCSS with BEM naming convention, basic JavaScript, and CSS variables for scalable design.

- Improved **Timesheet Management Portal** by introducing multi-project tracking and separate timesheets.
- Implemented analytics for performance tracking and revenue insights.

Projects

Work Projects

- **Trading Platform** — Conducted in-depth research to understand trading workflows, resulting in an intuitive interface that enhanced trade execution speed and reduced user errors.
- **Compliance Platform** — Designed a streamlined compliance verification process, improving document validation efficiency and regulatory adherence.
- **Electronic Document Signing Tool** — Revamped the user experience for faster, legally binding digital signatures, reducing friction and increasing adoption rates.
  - **Capitalization Table** — Engineered a visual approach to equity distribution, simplifying stakeholder understanding and decision-making.
  - **Security Monitoring** — Designed an intelligent monitoring system leveraging facial recognition and multi-camera setup for real-time security alerts.
- **Doctor Management Platform** — Developed a patient-centric interface, optimizing appointment scheduling and healthcare provider coordination.
- **Shoppable Video Platform** — Reimagined video commerce with interactive elements that boosted engagement and conversions.
- **Timesheet Management Portal** — Transformed time-tracking into a seamless experience, integrating multi-project tracking and performance analytics.

Side Projects & Consultancies

- **Custom Reporting Dashboard** — Conceptualized a modular reporting system that offered dynamic insights for business intelligence, collaborating with an international designer.
- **Scheduled Taxi Service Platform** — Enhanced ride scheduling efficiency by refining the user journey, reducing booking drop-offs.

Education

Bachelor of Technology in Mechanical Engineering (2014 – 2018)

AKTU, Lucknow, Uttar Pradesh

Languages

- English (Professional)
- Hindi (Native)