Prateek Kumar Singh

Product Designer

Noida, Delhi NCR | Remote / Hybrid
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Portfolio | Dribbble | CodePen

Summary

Results-driven Principal Product Designer with 6 years of experience in product design and UI development. Proficient in leading design processes from concept to completion for digital platforms. Skilled in Figma with a strong foundation in UI/UX design, user research, and product strategy. 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
- **Research & Strategy:** User Research, Information Architecture, Usability Testing, Data-Driven Design, Competitive Analysis, A/B Testing
- **Development:** HTML, CSS, SCSS, Basic JavaScript, BEM, CSS Variables
- **Tools:** Figma, Framer, Blender, Subframe, Fusion 360, Generative AI(Midjourney, Open AI's Sora, and Google Imagen)
- **Collaboration & Leadership:** Cross-functional Collaboration, Stakeholder Communication, Team Leadership, Design Mentorship, Agile & Scrum
- **Analytical Thinking:** Systems Thinking, Problem-Solving, Logical Structuring, Process Optimization

Work Experience

Compliance Innovation – *Principal Product Designer* (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 design tokens, 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, and basic JavaScript.
- Followed BEM naming convention and used 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.
- **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.
- **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.

Personal 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

- Developed strong analytical, problem-solving, and structured thinking skills, applying engineering principles to design processes and user experience optimization.

Languages

- English (Professional)
- Hindi (Native)