

PRAVEEN A

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SUMMARY

Versatile UX/UI Designer (3+ years) specializing in humanizing complex data and AI-driven workflows. Expert in translating high-density technical logic into elegant, high-fidelity interfaces. Proven track record of scaling Design Systems and delivering frictionless user journeys for global SaaS platforms across PropTech, Construction, and Fintech.

DESIGN SKILL & TOOLS

UX/UI Design: Problem Identification, Problem Solving, Feasible Design Crafting, Interaction Design (IxD), Information Architecture (IA), Visual Design, Tokenized Design Systems, Wireframing, Low-Fidelity Prototyping, High-Fidelity Prototyping, Storyboarding, Brand Design, Graphic Design, Typography, Color Theory.

AI Design Stack: Figma AI, UXpilot, Gemini, Antigravity, v0, Lovable, Claude, ChatGPT, Vercel, Cursor.

Research & Strategy: User Persona, User Journey Mapping, Heuristic Evaluation, Usability Testing, Research Synthesis via LLMs, Prompt Engineering for UX, Accessibility (WCAG).

Tools & Technical: Figma (Expert), Adobe Creative Suite, Miro, Balsamiq, Relume, Protopie, Zeplin, HTML5, CSS3, WordPress, Framer, Shopify, Agile/Scrum, UX Frameworks.

PROFESSIONAL EXPERIENCE

UI/UX Designer | Datasirpi Pvt Ltd | April 2023 – Present

- **Intelligent Interface Design:** Lead UI/UX strategy for 7+ enterprise applications, transforming complex AI/ML data outputs into polished, intuitive interfaces for global users.
- **Visual & Interaction Craft:** Designed interactive prototypes for Case Management and ERPs; reduced user cognitive load and interaction friction by 40% through optimized navigation.
- **AI-Native Workflow:** Pioneered a high-velocity design process using UXpilot, Gemini, and Figma AI, accelerating research and ideation by 30% while maintaining human-centric design standards.
- **Design System Governance:** Architected a tokenized design system in Figma, improving team design-to-dev velocity by 50% through reusable component libraries.
- **Strategic Discovery:** Conducted deep-dive user research and competitor benchmarking to align product aesthetics with business goals, ensuring every pixel is responsive and WCAG compliant.

SELECTED PRODUCTS

PropTech Ecosystem (US): Orchestrated a multi-user rental platform, boosting subscription conversion by 22% through conversion-optimized subscription flows and intuitive dashboard interactions.

Industrial ERP & Logistics (UAE): Simplified complex workflows for 10+ stakeholder roles, cutting operational delays by 35% by creating a modern visual interface for high-pressure environments.

Case Management SaaS: Designed a clean, omni-channel platform from concept to launch; reduced ticket resolution time by 30% through high-precision data visualization and intelligent service automation.

EDUCATION

Bachelor of Engineering (B.E) In Electronics & Communication

Aug 2018 - May 2022

Panimalar Engineering College, Chennai | CGPA: 7.81 .

Advance UXUI Design Course

Aug 2022 - Mar 2023

Web D School, Chennai

CERTIFICATIONS

- Google UX Design Specialization - Google
- Generative AI for UI UX Design Specialization - IBM
- Gen AI for UX Designer - Coursera
- Google AI Specialization - Google
- User Experience - Accenture Digital Skills
- Claude 101 - Anthropic
- AI Fluency Framework & Foundations - Anthropic