

BINAY SANKAR PRADHAN

SENIOR UI UX | PRODUCT DESIGNER

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Summary

Creative and analytical digital solutions specialist with a proven track record of leading end-to-end product delivery through user-centered design, strategic thinking, and cross-functional collaboration. Adept at transforming complex requirements into intuitive, high-impact solutions that drive engagement and business growth. Focused on innovation, product excellence, and delivering measurable results.

Work Experience

BT Group | Product Design Specialist

Oct 2024 - May 2025

- Led end-to-end redesign of a legacy test automation platform, delivering a responsive, high-performance UI using scalable design systems and usability analytics boosted user engagement by 40% and improved system efficiency by 25%, aligned with strategic product goals.
- Collaborated with cross-functional teams to embed user-centered design into core business workflows, increasing task completion by 30% and improving customer satisfaction by 20% across key digital touchpoints and user journeys.

iSOCRATES MADTechAI | Senior UI/UX Designer

Feb 2023 - Oct 2024

- Owned full design lifecycle of the MADTechAI platform, from concept to launch, integrating AI, ETL architecture, and UX design into a high-performance B2B SaaS solution that reduced onboarding time by 40% and boosted platform adoption by 60%.
- Shaped product direction by aligning multidisciplinary stakeholders on scope and strategy, delivering roadmap insights that improved usability and elevated user-centric design across core digital experiences.
- Elevated user experience with rapid prototyping and rigorous UI testing, improving usability through data-driven insights and reducing user-reported issues by 25%.

SkyPoint Cloud | UI/UX Designer

Apr 2022 - Feb 2023

- Crafted intuitive, data driven interfaces for SkyPoint AI, launching 4 high impact features that increased product revenue by 40% in 3 months through iterative design, user research, and strategic alignment with product and engineering teams.
- Built and deployed a scalable design system with tokenized components and responsive UI patterns, streamlining workflows by 30% and boosting visual consistency by 20% across the product ecosystem.

- Streamlined accessibility and performance, reducing bugs by 30% and accelerating load times by 25% through WCAG compliance and QA-driven optimization.

Prolance | UX Designer/Developer (Contract)

Sep 2021 - Apr 2022

- Revamped user-centric UI for interior design SaaS solution, leveraging insights from 50+ domain experts to boost user satisfaction by 30%, reduce navigation time by 20%, and streamline digital workflows.
- Defined UX strategy and product vision through stakeholder alignment and usability testing with 100+ users, increasing team efficiency by 25% and enhancing design consistency by 20%.
- Developed a community website and created marketing assets that captured complex interior design projects, driving a 45% increase in brand engagement and boosting customer acquisition.

Deccan Infosystems | UI UX Designer

Mar 2019 - Aug 2021

- Designed and delivered intuitive websites, scalable web apps, mobile interfaces, and innovative digital products driving a 35% increase in user engagement and a 25% boost in client satisfaction.
- Liaised with clients to define project requirements and deliver iterative wireframes and prototypes, balancing aesthetics with functionality to accelerate turnaround by 40% and enhance team efficiency.

FOIWE Info Global Solutions | System Analyst (Internship)

Mar 2018 - Dec 2018

- Conceived immersive training tools and collaborated with marketing and external agencies to deliver standout LIKEE app demos, improving user support by 30%, boosting operational efficiency by 25%, and reducing bug incidence by 40% through workflow analysis and UX-driven optimizations.

Skills

UX Research | User-Centered Design | Visual Design | Wireframing and Prototyping | Responsive Design | JavaScript | HTML | CSS | Usability Testing | A/B Testing | Agile | Product Management | Strategic Thinking | Interaction Design |

Tools

Figma | Adobe Creative Suite | Adobe XD | Adobe Illustrator | Photoshop | Sketch | Axure | InVision | Mural | JIRA |

Certification

Aradhya Institute (ABC), Bangalore
Java and Testing

2017 - 2018

Education

Biju Patnaik University, India
Electrical and Electronics Engineering

2013 - 2017