

# BINAY SANKAR PRADHAN

## Senior UI/UX | Product Designer

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## Professional 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 in AI-driven B2B and B2C SaaS platforms.

## Professional Experience

### Senior Software Engineer (UI/UX)

ACL Digital (Eli Lilly)

Sep 2025 – Present

Bengaluru, IN

- Led end-to-end design of an AI-assisted healthcare meeting management platform, enhancing Work Order automation to transform manual workflows into intelligent, bot-driven experiences.
- Redesigned chatbot UI and workflows, integrating AI-driven interactions and scalable design systems to simplify complex tasks and optimize user experience.
- Conceptualized, designed, and deployed structured, user-friendly SharePoint sites for cross-functional teams to boost collaboration and streamline information access.

### Product Design Specialist

BT Group

Oct 2024 – May 2025

Bengaluru, IN

- 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%, aligning 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%.

### Senior UI/UX Designer

ISOCRATES MADTechAI

Feb 2023 – Oct 2024

Bengaluru, IN

- 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.
- Reduced enterprise onboarding time by 40% and boosted platform adoption by 60%.
- Shaped product direction by aligning multidisciplinary stakeholders, delivering roadmap insights that improved usability across core digital experiences.
- Elevated user experience with rapid prototyping and rigorous UI testing, reducing user-reported issues by 25%.

### UI/UX Designer

SkyPoint Cloud

Apr 2022 – Feb 2023

Bengaluru, IN

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

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

### **UX Designer/Developer (Contract)**

*Prolance*

**Sep 2021 – Apr 2022**

*Bengaluru, IN*

- Revamped UI for an interior design SaaS solution, leveraging insights from 50+ domain experts to boost user satisfaction by 30% and reduce navigation time by 20%.
- Defined UX strategy through stakeholder alignment and usability testing with 100+ users, increasing team efficiency by 25%.
- Developed a community website and marketing assets, driving a 45% increase in brand engagement.

### **UI UX Designer**

*Deccan Infosystems*

**Mar 2019 – Aug 2021**

*Bengaluru, IN*

- Designed intuitive websites, scalable web apps, and mobile interfaces, driving a 35% increase in user engagement and a 25% boost in client satisfaction.
- Delivered iterative wireframes and prototypes, balancing aesthetics with functionality to accelerate project turnaround by 40%.

### **System Analyst (Internship)**

*FOIWE Info Global Solutions*

**Mar 2018 – Dec 2018**

*Bengaluru, IN*

- Conceived immersive training tools and delivered standout LIKEE app demos, improving user support by 30% and boosting operational efficiency by 25%.

## **Design Expertise & Tools**

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- **UX/UI Expertise:** UX Research, User-Centered Design, Wireframing & Prototyping, Responsive & Adaptive Design, Rapid Prototyping, Usability & A/B Testing, Interaction Design, Scalable Design Systems, WCAG Compliance.
- **Strategic Skills:** Agile Methodologies, Product Management, Stakeholder Alignment, Workflow Optimization, Product Operations.
- **Design Tools:** Figma, Adobe Creative Suite (XD, Illustrator, Photoshop), Sketch, Axure, InVision, Mural, JIRA.
- **AI & Development:** Figma AI, UX Pilot AI, Uizard, Gemini AI, ChatGPT, Claude, Conversational AI Design, HTML, CSS.

## **Education & Certifications**

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**Certification in Java and Testing**

Aradhya Institute (ABC), Bangalore | 2017 – 2018

**B.Tech in Electrical and Electronics Engineering**

Biju Patnaik University, India | 2013 – 2017