

# BINAY SANKAR PRADHAN

Senior Product & UI/UX Designer · AI & SaaS Platforms

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## PROFESSIONAL SUMMARY

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Senior Product & UI/UX Designer with 7+ years of end-to-end design experience across AI-driven B2B and B2C SaaS platforms. Expert in translating complex business requirements into intuitive, accessible user experiences — from research and wireframing through high-fidelity prototyping and developer handoff. Proven track record building scalable design systems and design tokens from scratch, embedding user-centred design in Agile teams, and delivering measurable outcomes: 60% boost in platform adoption, 40% reduction in onboarding time, and 40% uplift in user engagement. Proficient in Figma, design systems, WCAG accessibility, and AI-powered design workflows.

## CORE COMPETENCIES

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**UX Design:** User Research · Persona Development · Information Architecture · User Flows · Journey Mapping · Wireframing · Prototyping · Interaction Design · Usability Testing · Heuristic Evaluation · A/B Testing

**Visual & UI Design:** High-Fidelity UI · Responsive Design · WCAG 2.1 AA Accessibility · Design Systems · Component Libraries · Design Tokens · DesignOps · Developer Handoff

**Product & Strategy:** SaaS (B2B & B2C) · AI Product Interfaces · Conversational UI · Chatbot Design · Stakeholder Management · Agile/Scrum · Product Roadmap · Competitive Analysis

**Tools:** Figma (Design & Dev Mode) · Adobe XD · Illustrator · Photoshop · Sketch · Axure RP · Maze · Mural · Jira · Confluence · HTML5 · CSS3 · JavaScript

**AI-Powered Design:** Generative AI Workflows · Figma Make · UX Pilot AI · Uizard · Google Stitch · ChatGPT · Claude · Gemini

## PROFESSIONAL EXPERIENCE

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**Senior Product Designer** | **ACL Digital / Eli Lilly** · Bengaluru, India | *Sep 2025 – Present*

- Led end-to-end UX design of an AI-assisted healthcare meeting management platform — defined user flows, information architecture, and interaction patterns that transformed manual compliance workflows into bot-driven experiences, significantly reducing turnaround time.
- Redesigned chatbot UI and conversational workflows in Figma; integrated AI-driven interactions within a scalable design system, lowering task complexity and improving usability across all user segments.
- Designed SharePoint digital workspaces applying information architecture and content strategy principles, enhancing content discoverability and cross-functional collaboration.

**Product Design Specialist** | **BT Group** · Bengaluru, India | *Oct 2024 – May 2025*

- Spearheaded end-to-end redesign of a legacy test automation platform through heuristic evaluation, user journey mapping, and moderated usability testing; delivered responsive high-fidelity mockups that drove a 40% increase in user engagement and 25% improvement in system efficiency.
- Embedded user-centred design into Agile sprint workflows via design workshops and sprint-ready wireframes, resulting in a 30% increase in task completion rates and 20% improvement in user satisfaction scores.

**Senior UI/UX Designer** | **ISOCRATES MADTechAI** · Bengaluru, India | *Feb 2023 – Oct 2024*

- Owned the full product design lifecycle of a B2B SaaS platform — from user research, persona development, and journey mapping through wireframing, high-fidelity prototyping, and developer handoff — cutting onboarding time by 40% and boosting platform adoption by 60%.
- Architected a scalable component library and design token system in Figma; collaborated with product stakeholders on roadmap planning, elevating UX quality and consistency across all core digital touchpoints.
- Reduced user-reported issues by 25% by instituting rapid prototyping cycles and structured usability testing, enabling faster, evidence-based product iteration.

**UI/UX Designer** | **SkyPoint Cloud** · Bengaluru, India | *Apr 2022 – Feb 2023*

- Designed 4 high-impact AI product features — conducted competitive analysis, crafted user flows, and delivered high-fidelity Figma prototypes — contributing directly to 40% revenue growth within 3 months of launch.
- Built a tokenised design system with a reusable component library and responsive UI patterns, streamlining design-to-development handoff by 30% and improving visual consistency by 20%.
- Achieved WCAG 2.1 AA compliance through systematic accessibility audits, reducing UI bugs by 30% and cutting average page load times by 25%.

**UX Designer & Developer** | **Prolance (Contract)** · Bengaluru, India | *Sep 2021 – Apr 2022*

- Revamped UX for an interior design SaaS platform; synthesised insights from 50+ domain expert interviews to create user personas, journey maps, and information architecture, boosting user satisfaction by 30% and reducing navigation time by 20%.
- Facilitated stakeholder workshops and usability testing sessions with 100+ participants, improving design team efficiency by 25% and cross-project design consistency by 20%.

**UI/UX Designer** | **Deccan Infosystems** · Bengaluru, India | *Mar 2019 – Aug 2021*

- Designed responsive websites, web applications, and mobile-first interfaces across multiple client verticals, driving a 35% increase in user engagement and 25% uplift in client satisfaction scores.
- Delivered iterative wireframes, prototypes, and detailed developer handoff documentation, reducing design turnaround time by 40% through structured DesignOps practices.

**UX Analyst (Internship)** | **FOIWE Info Global** · Bengaluru, India | *Mar 2018 – Dec 2018*

- Designed onboarding and training UX flows for the LIKEE app; improvements led to a 30% increase in user support efficiency, 25% boost in operational performance, and 40% reduction in bug incidence.

## **EDUCATION & CERTIFICATIONS**

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**B.Tech – Electrical & Electronics Engineering** · BPUT, Odisha | *2013 – 2017*

**Certification – Java & Software Testing** · Aradhya Institute, Bengaluru | *2017 – 2018*