

TR SANTOSH PRASAATH

UI/UX | Product Designer

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Product Designer with hands-on experience across B2B SaaS, fintech, and e-commerce, including data-heavy, enterprise-style interfaces and end-to-end brand and design systems. Skilled at turning complex, technical systems into simple, clear product research, user flows, wireframes, high-fidelity UI, and interactive prototyping. Comfortable owning both product design and brand identity, working closely with engineers to ship rather than just spec, and presenting clear design rationale throughout.

EXPERIENCE

Designer & Creative · Raptline · Product Designer

2022 – 2025

- Partnered with co-founders and the engineering team to design end-to-end UX and UI for a live consumer-facing D2C e-commerce product, shaping product pages, checkout experiences, and mobile navigation.
- Analyzed user and behavioral data using heatmaps, A/B testing, and research insights to identify friction points and iteratively improve key conversion journeys.
- Built and maintained reusable design systems and visual components for 5+ client brands, improving consistency and enabling faster delivery across projects.
- Collaborated directly with clients and internal stakeholders to translate requirements and feedback into design decisions aligned with business objectives.

PROJECTS

Obsidian - Working Capital Intelligence Platform · Product Designer

2025 – 2026

- Designed UX for a B2B fintech SaaS platform, working within a self-built design system and component library to deliver consistent, high-fidelity Figma prototypes across interaction flows and edge case logic.
- Designed a context aware, AI informed crisis resolution flow that translates complex working capital data into clear, actionable guidance, then packaged the design rationale into a narrative for non-design stakeholders.

CreditPlus - Credit Health & Score Building App · Product Designer

2025 – 2026

- Led end to end UX research and design for a fintech app, translating complex credit and financial data into a user friendly experience through independent user interviews and journey mapping.
- Mapped complete user journeys from credit rejection to first approval, prototyping flows in Figma that simplify complex financial information for novice users.

AI House Website Redesign · UI/UX Designer

2026

- Redesigns the homepage of India's builder community hub for cold-lead builders, restructuring the page around one clear action: join the community.
- Fixes conflicting stats and competing CTAs, adds event proof and a preview of the HiDevs onboarding flow, and builds a web and mobile design system.

SKILLS & TOOLS

Design Tools: Figma (Components, Variables, Prototyping), Adobe XD, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), Framer, Blender

Brand & Visual Identity: Design Systems, Style Guides, Multi-Brand Visual Identity, Brand Consistency Across Product and Marketing Surfaces

UX & Interaction: User-Centered Design, Interaction Design, Rapid Prototyping, User Flows, Information Architecture, Wireframes, High-Fidelity Mockups, Design Systems, AI-Informed & Context-Aware Design, Mobile & Web Design Patterns, Accessibility Standards, Data Visualisation

Research & Validation: User Interviews, Persona Development, Journey Mapping, Competitive Analysis, Observational Research, Quantitative Analysis, Usability Testing, A/B Testing

Collaboration: Cross-Functional Collaboration with PMs & Engineers, Agile/Scrum Workflows, Stakeholder Communication, Design Narrative & Storytelling

AI in UX: Antigravity, Google Stitch, Figma Make, Claude, and Codex, used to accelerate prototyping, research synthesis, and documentation.

Domain: Fintech, Consumer Web & Mobile, B2B SaaS, E-commerce, D2C, 0-to-1 Product Development

EDUCATION & CERTIFICATIONS

Advanced UX Design · Aspira Design Institute

2025 – 2026

User Research · Interaction Design · Prototyping · Usability Testing · Accessibility Standards · Design Systems