

TR SANTOSH PRASAATH

Product Designer · UI/UX Designer

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Product Designer with a founder's instinct for what moves users and what moves the business. I balance associate and customer needs, business goals, and technical constraints to design clear, usable flows and prototypes. Background spans end-to-end UX, rapid prototyping, and research-informed design, with working knowledge of AI-driven, context-aware interaction patterns.

EXPERIENCE

Co-Founder, Design & Product · *Raptline · Chennai* 2022 – 2025

- One of 3 founding partners running a bootstrapped venture spanning digital ad services and a D2C clothing brand, with decisions split across design, ops, and growth.
- Owned end-to-end UX for the in-house D2C storefront on Shopify (product pages, checkout flow, mobile navigation), using heatmaps and A/B testing to guide iteration and reduce cart abandonment.
- Designed full-funnel ad creative (static, video, carousel) for 5+ D2C client brands across Meta and Google, building reusable brand visual systems to speed up creative turnaround.

Photographer & Video Editor · *Independent · Chennai* 2022 – 2025

- Delivered 15+ commercial photography and video projects, developing a sharp eye for composition, visual hierarchy, and storytelling directly applied to screen design.

PROJECTS

CreditPlus: Credit Health & Score Building App · *Product Designer* 2025 – 2026

- Led end-to-end UX research and design for a fintech app targeting young Indians with zero or thin credit history, translating complex financial data into accessible, actionable guidance.
- Mapped complete user journeys from credit rejection to first card approval, prototyping flows that reduce anxiety and build confidence through education and transparency.
- Conducted user interviews to uncover why young Indians with consistent payment behaviour still get rejected for credit, using research findings to directly shape the app's design.

Obsidian: Working Capital Intelligence Platform · *0-to-1 Fintech SaaS · Product Designer* 2025 – 2026

- Led solo end-to-end UX from discovery research to high-fidelity Figma prototype, covering information architecture, interaction flows, edge-case logic, and a complete design system.
- Designed a context-aware crisis resolution flow for high-stress user moments and built a design narrative that translated the rationale into business outcomes for non-design stakeholders.

E-commerce Website Revamp · *Menswear Clothing Brand · UI/UX Designer* 2025

- Conducted a full UX audit of an existing storefront, identifying friction across navigation, product discovery, and checkout. Redesigned the complete journey from homepage to purchase.
- Restructured information architecture and streamlined the mobile experience, applying mobile/web design and accessibility best practices grounded in real conversion behaviour.

SKILLS & TOOLS

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

AI/ML in UX: AI-informed interaction design, dynamic personalisation, context-aware flows

Research: User Interviews, Persona Development, Journey Mapping, Competitive Analysis, Observational Research, Quantitative Analysis

Analytics: A/B Testing, Conversion Rate Optimisation, Google Analytics, Meta Ads Manager, Heatmaps

Collaboration: Stakeholder Communication, Cross-functional Collaboration, Design Narrative & Storytelling, Agile, Client Management

Domain: Fintech, SaaS, E-commerce, B2B Product Design, 0-to-1 Product Development, D2C

Tools: Figma, Framer, Adobe XD, Adobe Illustrator, Photoshop, After Effects, Premiere Pro, Blender

EDUCATION & CERTIFICATIONS

Advanced UX Design · *Aspira Design Institute* 2025 – 2026

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