

# PRAVEEN KUMAR M

Senior Product Designer | SaaS | eCommerce | Data-Driven UX/UI

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## Profile Summary

I am a Senior Product Designer with 10+ years of experience (7+ in UX) designing intuitive, scalable digital products across B2C, B2B, e-commerce, Retail CMS and enterprise SaaS domains. I specialize in human-centered design, harmonizing user research, product analytics, and agile delivery to create accessible, business-aligned solutions.

My expertise includes journey mapping, usability testing, WCAG compliance, and design systems, along with crafting low- and high-fidelity prototypes in Figma for complex multi-product ecosystems. I collaborate closely with product managers, engineers, QA, and stakeholders to drive iterative improvements and deliver measurable outcomes, with a strong focus on inclusive, equitable, and impactful digital experiences.

## Professional Experience

### Ace Turtle Omni Pvt. Ltd. (August Purple Services Pvt. Ltd.) – Bengaluru

Senior UX Designer | Jun 2021 – Present

- Acted as the embedded product designer within agile delivery teams, partnering closely with **Product Managers, Engineers, and QA** to design, test, and ship SaaS platform features.
- Led **end-to-end UX design** for an omnichannel retail SaaS platform by synthesizing analytics, usability findings, and business goals—resulting in **30% higher engagement**.
- Planned and conducted **usability testing and A/B experiments**, validating design decisions and improving **task success rates by 25%**.
- Created user personas, journey maps, and service blueprints to uncover workflow gaps and align cross-functional teams on user needs.
- Designed **WCAG-compliant interfaces**, ensuring accessibility across dashboards, admin panels, and consumer-facing journeys.
- Championed and evolved a scalable **Figma design system**, improving design consistency and **reducing delivery time by 35%**.
- Enhanced inventory and order management interfaces, optimizing workflows for seamless operations.
- Used product analytics (**Google Analytics, Hotjar, heatmaps**) to inform design choices and measure post-release impact.
- Leveraged AI-assisted UX patterns and recommendation logic to improve personalization, **driving 40% increase in user interaction**.

### Innominds Software Pvt. Ltd. – Bengaluru

UX Designer | Feb 2020 – Jun 2021

- Designed enterprise-grade security and operations platforms (SOC, PIAM, monitoring dashboards and kiosk) with complex data workflows.
- Improved information architecture and interaction patterns, reducing operator response time and increasing monitoring accuracy.
- Ensured role-based access control UX and accessibility best practices for regulated enterprise environments.
- Delivered scalable UI components ensuring visual consistency and accessibility (WCAG).
- Projects:** Vector Flow (Physical Security Product)

## Waycool Foods & Products Pvt. Ltd. – Chennai

Application Designer | Mar 2019 – Dec 2019

- Designed **B2B & B2C agriculture supply-chain** applications improving order tracking and payment workflows.
- Developed **Digital Operations Platform (DOP)** for farm-to-retail operations.
- Conducted user research with field agents to enhance app usability and offline experience.
- Projects: Outgrow Farming Solutions App, Digital Operations Platform (DOP), and Help Desk.

## Amnet Systems Pvt. Ltd. – Chennai

Senior Graphic Designer | Feb 2018 – Mar 2019

- Developed employee management portal improving HR visibility across attendance and payroll.
- Collaborated cross-functionally with development teams to ensure seamless UX implementation.
- Projects: Amnet (Desktop - Admin and User)

## Born Commerce Pvt. Ltd. – Chennai

Mac Executive / UI Designer | Sep 2014 – Feb 2018

- Supported UI design for Tata Cliq and Image editorial projects (JL, AMI & DMG Magazines).
- As a UI Designer, I assisted my senior in all his UI works and started to understand UX processes by participating in all the meetings as an absorber.

## Education

### Bachelor of Engineering – Computer Science

Erode Sengunthar Engineering College | 2010 – 2013 | Erode - Tamilnadu

## Key Achievements

- Designed and shipped **complex SaaS dashboards** that streamlined decision-making and **reduced manual effort by 35%**.
- Improved checkout and task flows using analytics-driven UX, **reducing drop-offs by 15%**.
- Delivered accessibility-first designs aligned with WCAG standards for inclusive user experiences.
- Strengthened cross-team collaboration by introducing shared **UX artifacts** (journey maps, flows, prototypes).
- Accelerated design workflows using **Figma AI** and automation techniques.

## Technical Skills & Tools

### Product & UX Strategy

- Product Discovery & UX Strategy
- Problem Framing & Hypothesis-Driven Design
- User Personas & Journey Mapping
- Metrics-Driven Design (OKRs, KPIs)
- Stakeholder Facilitation & Design Advocacy

### Research & Validation

- Usability Testing (Moderated & Remote)
- A/B Testing & Experimentation
- Behavioral Analytics & Insights
- Surveys, Interviews & Heuristic Reviews

### Design & Delivery

- Wireframing, Prototyping & Interaction Design
- Information Architecture & Complex Workflows
- Accessibility (WCAG 2.x Compliance)
- Design Systems (Creation & Governance)

### Tools & Analytics

- Figma, Miro, Axure, Adobe XD, Sketch
- Google Analytics, Hotjar, Heap
- Figma AI & AI-assisted design workflows

### Front-End Knowledge:

- HTML, CSS, JavaScript, React (for design handoff)