

PRASENJIT SINGHA

Product Designer

UI/UX, Interaction Design
Design Thinking

Bengaluru, India
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Languages known- English,
Hindi, Bengali, and Assamese

Find me on

[LinkedIn](#)
prasingharevolution.com

My Skills

User Experience Design(UX)
Interaction Design
User Experience Research(UXR)
Interface design(UI)
Visual and Motion Design
Prototyping & Testing
Product Management
Design Strategy
Design Thinking
Branding
Storytelling

My Tools

Figma
Jira
Adobe XD
Adobe After Effects
Adobe Illustrator
Zeplin
Mixpanel
Overflow
Microsoft Office

A storyteller at heart, I am driven towards designing products that are accessible, scalable, user-centric and valuable. Observing human behavior, experimenting with food, indulging in poetry and music are things I enjoy doing. I find pleasure in collaborating with younger individuals and grooming them to help realize their potential. I'm an explorer of time, and beyond all, a curious mind.

EDUCATION

NIFT, Bengaluru

2018 | GPA 3.26
B.Des Communication Design

Margherita College

2013
XII - Commerce

EXPERIENCE

July 2021 - Present

Product Designer with PharmEasy (Threpsi Solutions Pvt. Ltd) for B2B unit Retailio

Retailio is India's fastest growing B2B ordering platform connecting pharma retailers with their distributors seamlessly.

- Delivered multiple core projects across pods (Commerce, Discovery, Consumer)
- Part of the team that mobilized the growth of TAU from 5k to 100k+ over the period of 12 months.
- Core member of Capsule Design System creation team(API group) and lead the Child Design System adaptation for Retailio

Feb 2020 - July 2021

Principal Product Designer with Wellnesys Technologies Pvt. Ltd for product YogiFi

YogiFi is a first of its kind, AI powered intelligent yoga mat that delivers personalized and interactive yoga classes with an instant healing and therapeutic experience anywhere, anytime.

- Lead the product interaction design strategy and execution of YogiFi and created an immersive and interactive AR/VR mobile app experience from scratch.
- Collaborated with Apple design evangelists to design using Core ML technology under the App Accelerator Program.

Jan 2018 - Jan 2022

Motion and Experience Design Consultant

Worked with diverse teams from - Pubninja, MEA WorldWide, Groww(Billionbrains Garage Ventures Pvt. Ltd), Rupeek Fintech Pvt. Ltd, Aditya Birla Fashion and Retail Ltd, and few other impactful startups in the Indian sub-continent on various customer experience design, spatial design(VM), motion and experience design projects across multiple business divisions and variety of user segments.