

PRASENJIT SINGHA

Sr. Product Designer

Dubai, UAE

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+971 05423 63242

prasingharevolution@gmail.com

[LinkedIn](#)

Core skills

Designing and prototyping

- UX/UI and Interaction design
- Rapid prototyping [Figma, lovable]
- Mixed-reality and Voice UX

Research and analysis

- Qualitative user research
- Quantitative user research
- Accessibility and Inclusive design [WCAG, semantics labelling]

Strategy and leadership

- Cross functional workshop facilitation
- Stakeholder alignment and roadmapping
- Design mentorship and coaching
- Collaborative whiteboarding [Miro, Figjam]

My design language revolves around creating delight. I practice building experiences that are accessible, scalable, and relentlessly user-centric. I draw inspiration from human interaction, experimenting in the kitchen, and diving into poetry and music. I thrive on collaborating with people- helping them uncover their strengths. Forever curious, and always exploring new perspectives and possibilities.

HOW I OPERATE

- **I obsess over outcomes**, not just interfaces.
- **I work best with people**, not above or around them.
- **I believe that clarity > cleverness**, both in design and in how we talk about our work.
- **And I love simplifying the messy**; whether that's a user flow, a roadmap, or a stakeholder room full of opinions.

EXPERIENCE

Dec 2022 – Present

Senior Product Designer, talabat (Delivery Hero)

At talabat, I've worked across fintech and q-commerce, wearing multiple hats; from leading initiatives that touch millions of users across regions to driving alignment between design, product, tech, data, and external partners.

Making impact real, not abstract

- Designed and launched DineOut Deals in the UAE; a brand-new revenue stream that hit PMF within 9 months.
- Owned end-to-end experience for our co-branded card program; from awareness and acquisition to activation and engagement. Result? 27K+ new cards issued, 30% higher AOV (food), and a 21% lift in non-food purchases for card users.
- Led adaptation of co-branded cards' lifecycle journeys for scaling to 2 new markets in MENA.

Leading without authority, aligning without friction

- Ran over 10 cross-functional workshops with internal teams (squads, tribes, central DH teams in Berlin) and external stakeholders (banking partners). Each one pushed a stuck problem forward.
- Co-led a tribe-level accessibility initiative; shipped semantic labelling for screen readers and shared knowledge across the design chapter so this becomes habit, not a one-off.
- Helped shape the future of Delivery Hero's global picker app (Pelican) during a 5-day research and data driven product workshop in Berlin. The initiative created clarity across tech, ops, and product towards addressing a €3M/month issue in order fulfillment.

Mentorship and community impact

- Mentored 3 aspiring product designers end-to-end: From UX fundamentals and storytelling to helping each land their first full-time product design roles
- Currently guiding an in-house visual designer through the jump to product design

July 2021- September 2022

Product Designer II with Threpsi Solutions Pvt. Ltd for B2B product Retailio

Led the execution of core product launches and enhancement across Commerce, Discovery and Consumer pods

- Part of the team that mobilized TAU growth from 5K to 100K+ in a year — redesigned how merchants onboarded, ordered, and tracked everything. Making the platform simpler, faster, and more intuitive.
- Built an in-house CRM tool from scratch to replace multiple paid tools. It saved the business ₹ 1.2M/month and gave the marketing team something that actually worked for them.

Feb 2020 - July 2021

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

Owned the full design of the YogiFi app: an AI-powered yoga product that blended software and a smart mat (yes, real hardware!)

- Worked closely with Apple's UX design evangelist team under the App Accelerator Programme to craft one of the first mixed-reality wellness experiences on iOS. The result? 40% increase in active sessions and a lot of love from early users.
- Focused heavily on data-feedback loops: building features that adapted to real posture data and made the experience feel personal, not robotic.

Jan 2018 - Jan 2022

Motion and Experience Design Consultant

Worked with a mix of startups and scaled players — Groww, Rupeek, Aditya Birla Group, Pubninja and others — helping shape everything from brand motion to end-user journeys. Most projects were fast-paced and high-impact, with me jumping in as a hands-on collaborator from day one.

EDUCATION

NIFT, Bengaluru

2018 | B.Des Communication Design

Margherita College

2013 | 10+2 - Commerce