Raghvendra Pratap

Senior Product Designer | B2B SaaS | Enterprise UX | Healthcare | CRM | Telecom | Energy | AI

Portfolio: thepratap.io **Linkdin:** https://www.linkedin.com/in/raghvendra-pratap/

Profile Summary

Senior Product Designer with 4 years 8 months of experience designing B2B SaaS, enterprise, and consumer products across **Healthcare, CRM, Telecom, Energy, and iGaming**. Experienced in solving complex product and workflow problems through product discovery, user research, UX strategy, interaction design, prototyping, and scalable design systems. Strong track record of translating business requirements and user needs into intuitive, accessible, and scalable digital experiences while collaborating closely with product and engineering teams. Focused on simplifying complex workflows, improving usability, and delivering measurable product outcomes.

Core Skills

- **Product & UX Design:** End-to-End Product Design, Product Discovery, UX Strategy, Problem Framing, User-Centered Design, Interaction Design, Information Architecture, User Flows, Complex Workflow Design, Responsive Design, Data-Heavy Interfaces
- **Research & Validation:** User Interviews, Qualitative & Quantitative Research, Usability Testing, Heuristic Evaluation, Journey Mapping, User Journey Analysis, Research Synthesis, Competitive Analysis, Data-Informed Design, Usability Validation
- **Design Systems & Accessibility:** Design Systems, Component Libraries, Design Tokens, Reusable UI Patterns, Design System Governance, Accessibility, WCAG, Accessible Interaction Patterns, Usability Standards
- **Product Collaboration:** Stakeholder Alignment, Requirement Gathering, Cross-Functional Collaboration, Product Discovery Workshops, Design Reviews, Design Critique, Developer Handoff, Design QA, Agile/Scrum Product Development
- **Prototyping & Visual Design:** Wireframing, Interactive Prototyping, High-Fidelity UI Design, Rapid Prototyping, Responsive UI Design, Visual Design, Interaction Prototyping
- **Design Tools:** Figma, FigJam, Adobe XD, Sketch, Whimsical, Miro, Adobe Photoshop, Adobe Illustrator
- **AI-Assisted Product Design:** AI-Assisted User Research & Synthesis, UX Ideation, Concept Exploration, UX Copy Generation, Wireframing & Prototyping, Design Exploration, AI Product Opportunity Analysis; ChatGPT, Claude, UX Pilot

Design Experience

Techmojo Solutions: *Senior UI/UX Designer*

Hyderabad, Telangana, India ***Jul 2024 - Feb 2026***

- Owned **end-to-end UI/UX design** for **customisable iGaming platforms,** adapting core product templates to **diverse client brands, markets,** and **regulatory requirements.**
- **Designed** and **maintained scalable design systems** and **component libraries** across **web** and **mobile,** improving consistency, **accessibility,** and development efficiency.
- Created **user-centred workflows** optimised for **engagement and compliance,** balancing responsible **gaming patterns** with **business and regulatory constraints.**
- Standardised and implemented reusable UI patterns, **reducing new client launch timelines by ~35%** and **minimising design–development rework by ~25%.**

Gridlex: *Lead UI/UX Designer*

Hyderabad, Telangana, India ***Nov 2022 - Jun 2024***

- Designed UX for **CRM** and **Helpdesk SaaS products,** owning the **end-to-end design lifecycle** from problem definition and user research through design delivery and iteration.
- Conducted **user research, workflow analysis,** and **usability reviews** to identify friction points across **complex enterprise workflows.**
- Translated **business** and **user needs** into **user journeys, wireframes, interaction models, and high-fidelity UI** aligned with **product vision.**
- Optimised core workflows to **reduce task complexity by ~30%, resulting in a ~20% uplift in feature adoption** among priority user groups.

CrelioHealth: *UI/UX Designer*

Pune, Maharashtra, India ***Mar 2022 - Aug 2022***

- Designed UX for **healthcare inventory management systems** and **operational dashboards** used by diagnostic labs.
- Conducted **domain-specific research** with lab technicians and operations teams to understand **compliance, accuracy,** and **real-world constraints.**
- **Designed data-heavy dashboards** and **workflows improving visibility into stock levels, expiries,** and **usage trends.**
- **Optimised inventory flows** to support **scalable operations, reliability,** and **improved patient service outcomes.**

Enigmasoft Technologies: *UI/UX Designer*

Panjim, Goa, India ***Feb 2021 - Dec 2021***

- Designed **end-to-end digital experiences** for **UK telecom portals,** including **customer dashboards, pricing pages,** and **service management flows.**
- Created **operational dashboards** and j**ourneys for UK energy consumers,** ensuring usability and compliance within regulated environments.
- Designed **responsive casino websites** for UK users, aligning **UI patterns, layouts,** and **interactions** with **brand and regulatory standards.**

Credentials

National Institute of Fashion Technology (NIFT)

Hyderabad, Telangana, India ***Jul 2014 - May 2018***

Bachelor of Design

Product Design | CGPA: 7.7

Coursera

Oct 2023

Foundations of User Experience

Certification Credential ID: 6M7M25SJSCFN

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