

KEERTHI PRABHU

Senior UI/UX & Product Designer

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PROFESSIONAL SUMMARY

I'm a Senior UI/UX Designer with 7 years of experience working across web, mobile, enterprise, SaaS, and ecommerce products - helping businesses grow through design that actually works. From leading UX strategy to running client workshops, I've always focused on one thing: creating experiences that users love and stakeholder's trust.

KEY ACHIEVEMENTS

- ▶ GCLI website conversion has increased by 40% through UX Strategy and optimization
- ▶ Secured 2 high value projects through UX strategy And audits
- ▶ UX lead for 5+ Art of Living projects which serves 25K–33K core users globally
- ▶ Delivered scalable UX UI for Pidilite loyalty apps which achieves 2.2M+ downloads
- ▶ Improved task efficiency by 40% using AI in design workflows
- ▶ Earned 2 Star Performer Awards + 1 Spotlight Award, with consistent 10/10 client rating

WORK EXPERIENCE

Senior UX Designer | **TECHVED Consulting**

Feb 2024 – Present

- ▶ Owned end-to-end UX strategy for web, mobile, and enterprise applications aligning design with business KPIs and measurably improving user engagement.
- ▶ Led client and stakeholder engagements including requirement workshops, design presentations, and sign-offs maintaining a consistent 10/10 client satisfaction rating.
- ▶ Conducted heuristic evaluations and UX audits that identified critical usability gaps, directly contributing to 2 high-value client conversions.
- ▶ Participated in user research and usability testing cycles, translating insights into actionable design decisions that reduced development rework by ~30%.
- ▶ Integrated AI tools (UX Pilot, Claude, ChatGPT and more) into design and research workflows, improving team delivery speed by 40%.
- ▶ Led internal GAN knowledge-sharing sessions to promote AI adoption and advance UX practices across the organization.

Senior UI/UX Designer | **Amplelogic**

Feb 2023 to Jan 2024

- ▶ Led end-to-end UX strategy for a low-code platform scaling to which is now using by 120+ clients across 30+ countries in pharma and biotech.
- ▶ Collaborated with product teams across DMS, LMS, and QMS product modules to align design with business KPIs improving workflow efficiency and user adoption rates.
- ▶ Designed and launched a WCAG-compliant cloud platform that enabled a new subscription model, increasing qualified leads and accelerating company growth.

Senior UI/UX Designer | **Amnet Digital**

Jul 2021 to Dec 2022

- ▶ UI/UX design for Customer Mosaic, an ecommerce analytics platform by client CDW corporation where I'm working with business, sales, data science, and Power BI teams to turn complex datasets into intuitive decision focused dashboards.
- ▶ Delivered measurable impact: 3.5x faster decision-making, 30% increase in conversion, and 4x improvement in operational efficiency through data-driven UX strategies.

UI/UX Designer | [Zyclyx Consulting Services](#)

Nov 2020 to Jul 2021

- Designed digital products for enterprise clients including Obeikan Group and AL-Rajhi Bank - leading requirement discussions and ensuring seamless design-to-development handoff.
- Received the Spotlight Award 2021 for outstanding design contribution and client delivery.

Design Analyst | [Vaco Binary Semantics](#)

May 2020 – Oct 2020

- Contributed UI/UX design to a restaurant ordering platform (The Ordering App) within the Google ecosystem, enhancing usability, scalability, and merchant/customer experience.

Junior UI Designer | [Right Click IT Services](#)

Feb 2018 to May 2020

- Grew from junior UI into professional-level UI and front-end development (HTML, CSS, Bootstrap, JS) delivering websites, ERP systems, and branded digital products.

EDUCATION

Bachelor of Technology – Electronics & Communication Engineering | [Malla Reddy Institute of Engineering & Technology](#)
2013 – 2017

CORE SKILLS

- | | |
|-------------------------------|-------------------------------------|
| ▸ Enterprise Product Design | ▸ User Research & Usability Testing |
| ▸ Wireframing & Prototyping | ▸ Design Systems & Scalability |
| ▸ Information Architecture | ▸ Accessibility & WCAG Compliance |
| ▸ Agile Delivery | ▸ Cross-Functional Collaboration |
| ▸ Data-Driven Decision Making | ▸ Team Leadership & Mentoring |
| ▸ AI-Driven Design Workflows | ▸ UX Writing & Content Strategy |

TOOLS & TECHNOLOGIES

Design	Figma, Adobe XD, FigJam, Miro, Illustrator, Photoshop, Canva
AI Tools	ChatGPT, Claude, UX Pilot, Google Stitch, Figma Make, Base44, Lovable and more
Front-End	HTML, CSS, Bootstrap, JavaScript
Productivity	Notion, Looker Studio, Zeplin, MS Office Suite

CERTIFICATIONS

- | | |
|------------------------------------|---|
| ▸ UI/UX for AR & VR Design - Udemy | ▸ UX Writing - Udemy |
| ▸ Looker Studio - Great Learning | ▸ Web & Graphic Design - Arena Animation (2018) |

AWARDS

Star Performer 2024
TECHVED Consulting

Star Performer 2025
TECHVED Consulting

Spotlight Award 2021
Zyclyx Consulting Services

KEY CLIENTS

Art of Living Foundation • Pidilite Industries • Generali Central Life Insurance • CDW Corporation • ICICI / AXIS / Kotak Mahindra • Google • Poonawalla Fincorp • Amway Global • Obeikan Group • AL-Rajhi Bank