

PRATHAMESH PATIL

Product Designer — UX Strategy, Design Systems, AI Products

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PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience across enterprise SaaS, banking, AI products, and service design. Specializes in translating ambiguous business and user problems into scalable design systems and clear product experiences. Experienced across the full design lifecycle: user research, information architecture, UX strategy, high and low fidelity UI, prototyping, and design system ownership for B2B and B2C products. Works directly with product managers, engineers, QA, and business stakeholders from requirement definition through delivery.

CORE SKILLS

Product Design, UX Strategy, Design Thinking, Design Systems, Information Architecture, Service Design, User Research, Usability Testing, Persona Development, User Journey Mapping, Wireframing, Rapid Prototyping, Interaction Design, Visual Design, Responsive Design, Atomic Design, Design Workshop Facilitation, Stakeholder Management, Cross-functional Collaboration, Agile Collaboration, Generative AI Tools

TECH STACK

Figma, Framer, Claude, ChatGPT, Adobe Photoshop, Notion, Stitch, Illustrator

WORK EXPERIENCE

Consultant, UI/UX Design

Deloitte | 2023 - 2026

- Led UX strategy, user flows, and visual design for an AI-powered campaign generation platform that turns a single prompt into on-brand marketing content across channels; built the product design system from scratch.
- Designed the Savings Accounts and Deposits module for a full web and mobile banking platform revamp for a major Indian bank, consolidating a fragmented multi-portal experience into a single unified app.
- Designed an enterprise Proposal Management application with multi-level, linear and non-linear approval workflows for a US-based energy client, including the complete notification system and its email copy.
- Led UX design for migrating a Sales Order application from SAP to Appian, reconciling two conflicting interaction patterns without compromising platform standards or user efficiency.
- Partnered with product managers, engineers, QA, and business analysts through requirement grooming, design reviews, and build validation.

Service Designer

Link Innovation | 2022 - 2023

- Led a service design engagement for Tanishq (Tata Group) to identify and reduce bottlenecks in the in-store billing process, using store visits, staff and customer interviews, personas, and a full service blueprint.
- Translated business-level problems into research-backed problem statements through stakeholder interviews.

- Co-facilitated a 5-day design sprint to create an MVP for a retail client; facilitated design thinking workshops for multinational clients.
- Developed a new workshop module that expanded the firm's service offerings portfolio.

Lead, Experience Design

Infosys-WONGDOODY | 2021 - 2022

- Led UX design across B2C and B2B web portals, mobile applications, MVPs, and dashboards.
- Owned UI estimation, high and low fidelity design, prototyping, and UX flows; contributed to creation and maintenance of design systems across projects.

UX Researcher (Internship)

Indian School of Business (ISB), Hyderabad | 2020 - 2021

- Devised research-driven strategies to increase stakeholder engagement for a Digital Transformation initiative.

UX Designer (Internship)

TATA DISQ - GODAAM Innovation | 2019 - 2020

- Conducted primary research and user interviews; identified opportunity statements for social innovation startups.

EDUCATION

Master of Design (M.Des), Design Management

MIT Institute of Design (MITID) | 2018 - 2020

Bachelor of Engineering (B.E.), Mechanical Engineering

DYPIEMR, Pune | 2013 - 2017