Prashant Shinde
Senior Product Designer

Think · Build · Design

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Hello There!

Global Experience Designer (GXD) with over **9 years of user-centered** UX/UI design experience in a variety of industries and cultures. Expertise in user research, interaction design, design systems, AI-powered design tools (Mid-journey, DALL-E, and Stable Diffusion), and creating intuitive interfaces to simplify complicated procedures. Skilled in cross-cultural design, information architecture, stakeholder management, and agile methodologies.

💼 Work Experience

CareMonitor, Australia · April 2023 - Present

Senior Product Designer

- Designed comprehensive dashboards and mobile apps for healthcare providers, patients, and hospital staff to manage care plans and health data.
- Conducted user research, usability testing, and incorporated feedback for intuitive user experiences.
- Built design systems and UI component libraries for consistent branding and scalability across products.
- Collaborated with cross-functional teams, utilized data-driven design approaches, and ensured accessibility for diverse user groups.

Vahan Inc, Bangalore · August 2021 - March 2023

Lead Product Designer

- Lead ideation, wire-framing, and user flows for B2B web app (Mitra Leader). Collaborated with researchers to bring product concepts to life using qualitative and quantitative data.
- Conducted design QA reviews, audited features, and flagged quality concerns to cross-functional teams, ensuring seamless user experiences.
- Redesigned and rebuilt the app with engaging UI components and system patterns, allowing quick user adoption and consistency across the ecosystem.
- Managed design team, delivering projects like AI chatbot, website revamp, and research-based experiments. Promoted AI chatbot app (Mitra APP) within blue-collar workforce, resulting in over 3+ million placements.

LoveLocal (Google Launchpad Company), Mumbai · October 2018 - July 2021

UI UX Lead | Creative Lead

- Designed B2B and B2C apps (LoveLocal Daily Need App & LoveLocal Partner App) from scratch, creating seamless UX for Indian retailers and customers.
- Developed POS system and analytics dashboard to track and manage growth of local neighborhood stores.

🎓 Education

University Degree

2016 - 2018
Msc. Information Technology
Mumbai University

2012 - 2015
Bsc. Computer Science
Mumbai University

Certification Courses

2018
Front End Development
FPTIP Mumbai

2012 - 2015
Graphic, Motion Graphic, 2D-3D, VFX
Arena Animation Mumbai

✷ Top Skills

- User Experience (UX) Design
- User Interface (UI) Design
- User Research & Usability Testing
- Interaction Design
- Design Systems & Pattern Libraries
- Information Architecture
- Prototyping (Low/High-Fidelity)
- Accessibility & Inclusive Design

- Executed innovative social media campaigns, increasing B2C app downloads from 10,000 to over 200,000 on Google Play Store.
- Facilitated 3x growth in the number of onboarded local Indian shops

Prashantsdesign.com, Mumbai · September 2017 - October 2018

Art Director/Owner

- Full-time entrepreneur with over 50 clients, developing 10+ educational and commercial websites for diverse stakeholders.
- Designed POS and MOS System for Rance Lab's All-in-One Restaurant and Retail Store Software (Middle East Region).
- Engaged in retainer-ship programs with creative agencies and product companies like Culmen Creative Concepts and m.Paani Pvt Ltd.
- Created social media campaigns, marketing collaterals (flyers, pamphlets, standees, promotional clothing) for SMEs and brand awareness.
- Designed healthcare dashboard for W health venture's weight loss program for obese and diabetic patients.

GlobalLinker (SME Networking Platform), Mumbai · September 2017 - October 2018

UI/UX Graphic Designer

- Conducted extensive UX research to document SME behaviors and day-to-day business activities, gaining valuable insights.
- Focused on delivering seamless user experiences by designing comprehensive wireframes, prototypes, and intuitive UI layouts for Global Linker platform, prioritizing easy-to-use interfaces.
- Created user-centric dashboards for Global Linker and Linker.store, tailored specifically for small businesses seeking to establish their online presence.
- Designed promotional materials, including banners, online/offline ads, for Global Linker's top leading bank partners and white-label clients.

RML AgTech Pvt. Ltd., Mumbai · June 2015 - April 2016

Creative Designer

- Designed user interfaces for myRML Agri App (now FarmBee), providing weather, market pricing, and crop information for Indian farmers.
- Contributed to myRML becoming one of the most downloaded apps 3 lakh+ downloads in 2015 through intuitive and user-centric design.
- Integrated the app for various clients and created promotional online/offline banners to market the app among the farming community.
- Collaborated with stakeholders to understand farmer needs and incorporate feedback, ensuring a seamless experience.

Languages: English, Hindi, Marathi

- Design for Emerging Technologies (AI, VR/AR, Voice, etc.)
- Responsive & Adaptive Design
- Agile Methodologies & Collaboration
- Design Leadership & Mentorship
- Visual Communication & Storytelling
- Stakeholder Management & Presentation Skills
- Trend & Competitive Analysis

✎ Design Tools

UI UX Design Tools
- Figma
- Adobe XD
- Sketch
- InVision
- Principle
- Miro
- FigJam
- After Effects
- Lottie
- Rotato

AI-Powered Design
- Midjourney
- DALL-E
- Stable Diffusion
- Vizcom

Web Development
- HTML5 & CSS
- Bootstrap
- Wordpress
- Webflow

Hire Me

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Mumbai, India

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Portfolio
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