

PRANAY KUMAR SARKAR

Product Designer | Growth, Engagement & Healthcare UX | SaaS (B2B & B2C)

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SUMMARY

Product Designer with 3 years of experience creating user-centered responsive website, mobile app and SaaS products for Healthcare, Travel & Tourism, IT services. Skilled in UX research, UX design, UI design, design systems, and prototyping. I turn complex problems into intuitive digital experiences that drive engagement and growth.

EXPERIENCE

UI/UX Designer Consultant (Dr. Reddy's Laboratories)

Jun 2024 – Mar 2025

Remote

Led UX for a digital healthcare ecosystem, improving patient engagement and system efficiency.

- Focused on designing UX Research base data-driven solutions for IBS patients.
- Build ecosystem for end-to-end digital care plan from consulting experts to build enjoyable healthy habits through gamified experience.
- Directed UX across mobile/web apps, website and built design system for maintaining consistency.
- Collaborated with product and engineering teams to align business outcomes with user needs.

UI/UX Designer (Techthrive Solutions Private Limited)

Mar 2023 – May 2024

Remote

Contributed to multiple SaaS and B2B platforms, improving user experience through design systems and research-led workflows.

- Designed a comprehensive research platform enabling surveys, usability testing, accessibility evaluations, and user attention tracking.
- Delivered UX for travel web app, cloud solutions website, and HR management platform, ensuring seamless, scalable design consistency.

Associate UI/UX Designer (VMA Tech Labs)

Jan 2023 – Mar 2023

Remote

Delivered SAP CRM products in fast pace and applied UX fundamentals to real-world projects.

- Designed CRM SaaS web-apps and real estate apps, lifting sales by 36%.
- Supported junior team, streamlining design cycles

KEY SKILLS

Design:

Figma (FigJam, Make, Slides, Sites), Adobe Creative Suite (XD, Photoshop, Illustrator), Framer, Zeplin, Chat GPT, Lovable, Miro, Notion

Prototype & Testing:

Figma AI, Protopie, Maze, Google Analytics

Knowledge:

User Experience Design, User Interface Design, Wireframing, Prototyping, User Flow Mapping, User Stories, Design Strategy, User Research, Usability Testing, AI-enhanced design ideation

Soft Skills:

Creative, Collaborative, Critical Thinking, Communication, Problem Solving

EDUCATION

PGP in UIUX Design

2022

Digital Academy 360, Bengaluru (Certificate)

BBA + BATHM

2017 - 2020

ISHM, Kolkata (Bachelors Degree – 6.67 CGPA)

LANGUAGE

English, Bengali, Hindi