PRANAY KUMAR SARKAR

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with nearly 4 years of experience, most of it on AI, healthcare and SaaS products. Since 2024 I've worked with clients and in-house product teams, taking features from user research and early prototypes through to developer handoff. Most of my work sits in onboarding and activation, and I judge the user experience by whether it changes what people actually do.

PROFESSIONAL EXPERIENCE

Independent Product Designer | Self-employed (Freelance) Mar 2025 – Present

- Work with AI, SaaS and B2B clients across the full design process, from discovery and UX strategy to developer handoff.
- Designed onboarding and decision flows for two clients: an AI-powered travel platform and a SaaS EdTech product.
- Set up 2 design systems from scratch so mobile and web screens stay consistent as the products grow.

UI/UX Design Consultant | Dr. Reddy's Laboratories Jun 2024 – Mar 2025

- Designed a personalized IBS care program through inclusive wellness experiences for the DailyBloom IBS app, where explainability, accessibility and user safety were critical.
- Shipped 30+ features across onboarding, engagement, gamification and hypnotherapy, following a Double Diamond process.
- Raised user goal completion by 72% with streaks, gamification and guided behavioral journeys.
- Scaled onboarding and engagement for the first 2K+ users in the MVP 02 phase, with free and premium paths, contributing to ~INR 1M in revenue growth within 6 months.
- Ran 90+ user interviews and walked product, engineering and clinical stakeholders through what we learned.

UI/UX Designer | Techthrive Solutions Pvt. Ltd. Mar 2023 – Apr 2024

- Designed SaaS workflows and data-heavy dashboards for three product lines: HR, cloud and travel.
- Simplified long multi-step workflows and set shared UX patterns across all 3 platforms in a cross-functional team with product managers and developers.

Associate UI/UX Designer | VMA Tech Labs Jan 2023 – Mar 2023

- Redesigned CRM flows and interaction patterns, which helped improve sales performance by 36%.

UX Designer Intern | VMA Tech Labs Nov 2022 – Dec 2022

PROJECTS

DailyBloom IBS | AI Healthcare Product: Designed a 14-week IBS care program app end-to-end, from onboarding and habit-building to hypnotherapy sessions.

MyDTDC App Redesign | Logistics Case Study: Self-initiated after a missed pickup of my own. Went through 1-star Play Store reviews in a 5-day sprint, reworked 3 core flows and A/B tested the new hierarchy.

SKILLS

AI Product Design: Human-AI Interaction, Generative AI, LLM-powered Products, Conversational UX, Agentic Workflows, Explainability, Trust and Safety, Responsible AI, Human-in-the-loop Review

Product & UX Design: Product Strategy, UX Strategy, User-Centered Design, Design Thinking, Interaction Design, Information Architecture, Wireframing, Prototyping, Mobile App Design, Responsive Web Design, Accessibility, Design Systems

Research & Growth: User Research, User Interviews, Usability Testing, Journey Mapping, Activation, Adoption, Onboarding, Retention, Conversion Optimization, Data-driven Design, A/B Testing

Tools: Figma, FigJam, Framer, Claude, ChatGPT, Gemini, Cursor, Supabase, Notion

Domains: AI, B2B SaaS, Healthcare, Travel, EdTech, Logistics, CRM

EDUCATION & CERTIFICATIONS

Post Graduate Program (PGP), UI/UX Design | Digital Academy 360 May 2022 – Dec 2022

Bachelor of Business Administration (BBA) | ISHM Kolkata Aug 2017 – Aug 2020

Product Design and UX/UI Fundamentals | Microsoft Issued Jan 2026
Credential ID FGGU5GIUMYXY | Grade Achieved: 97.77%

ADDITIONAL INFORMATION

Languages: English, Bengali, Hindi | **Work Preference:** Remote, Hybrid or On-site