

LAKSHMI PRATAP

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Product Designer experienced in **end-to-end SaaS** and **startup product design across B2B and B2C**, from research and problem definition through interaction design, systems, and launch. **MSc in Human-Computer Interaction** from the University of Nottingham, with a background in Architecture.

SKILLS & TOOLS

Product Design: Interaction Design, UX/UI Design, User Flows, Information Architecture, Prototyping, Responsive Design

Design Systems: Component Libraries (Variants, Design Tokens), WCAG/accessibility

AI in Workflow: Claude, ChatGPT, Figma Make, Lovable, AI-Assisted Prototyping

Research: User Interviews, Usability Testing, User Journey Mapping, Competitive Analysis, A/B Testing

Tools & Collaboration: Figma, Framer, Adobe Creative Suite, Miro, HTML/CSS/JavaScript, Agile, Stakeholder Management, Cross-Functional Collaboration

EXPERIENCE

Independent Product Designer | Quippy | Toronto, Canada

Oct 2025 – Jan 2026

- **Designed and built Quippy, a Chrome extension that delivers instant contextual tools and conversions**, owning the product experience from concept to launch.
- Defined the **interaction patterns, and scalable component system** for quick-action workflows to **reduce cognitive effort**.
- Used **AI-assisted development** to rapidly prototype and build core functionality, iterating through testing and preparing the product for **Chrome Web Store launch**.

UX/UI Designer | Consultcraft (Sportscope) | Vancouver, Canada

Mar 2025 – Oct 2025

- **Led a complete UX/UI redesign of a startup's multi-sided coaching marketplace and led it to launch**, rebuilding end-to-end experiences across learner and coach platforms.
- Redesigned **10+ complex workflows and 300+ production-ready screens** across both sides of the marketplace, covering 8 core product areas.
- Established a **scalable design system with 50+ reusable components, variants, and variables**, creating a consistent foundation for the product's launch.

Freelance UX/UI Designer | Amphisoft Ventures, Lymdata Labs, Hrlytics | India

May 2022 – Mar 2023

- Designed and prototyped a lifestyle app and marketing websites for startups across HR tech, retail, and edtech

UX/UI Designer | Clearisk | Singapore city, Singapore

Nov 2021 – Oct 2022

- **Designed a B2B fintech SaaS product from the ground up as one of two UX/UI designers**, creating core experiences for back-office teams at trading firms and collaborating with teams across the UK, US, and Singapore.
- Designed a **scalable, white-label product experience** that could be adapted and deployed across multiple trading companies and their operational teams.
- Contributed to a platform that has since scaled to **102M lots** processed in Q2 2026, representing **27.5%** quarter-over-quarter growth.

EDUCATION

MSc in Human-Computer Interaction (HCI) | University of Nottingham, UK

2023 – 2024

Bachelor's degree in Architecture | Manipal School of Architecture and Planning, India

2015 – 2020