

Manoj A. Prabhu

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Summary:

A Strategic & Innovative Designer with 25 years of experience, specializing in crafting high-fidelity & intuitive user interfaces, and conducting UX Audits that enhance user satisfaction.

Expertise in conducting UX Audit, redesigning the mobile/web experience leading to a 30% increase in app subscribers, and implement design systems leading to a 20-30% reduction in conversion time. Proven track record in managing end-to-end projects and collaborating effectively with cross-functional teams. Adept at leveraging user-centred analysis to deliver compelling designs that align with business goals within the budget.

Work Experience

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|---------------------|---|-----------|
| Mar 2025 – till now | Product Designer (Founding member)
Varada Experience Design
(SaaS Edtech Fintech Digital solutions)
Conduct UX Audit & provide Recommendations;
Design for SaaS based applications such as - Document Management System; AI CRM – Lead Management tool
– providing UX + UI + Dev-Support | Alappuzha |
| Jul 2022 – Feb 2025 | User Experience Lead, Naico ITS
<ul style="list-style-type: none">• Collaborated closely with clients and the Development Team to design innovative B2B and B2C projects, effectively addressing the business users' needs and objectives.• Conducted comprehensive market research and analysed product features, proactively planning, and executing projects to align with market demands.• Instituted a Design System that streamlined processes, saving 20-30% of conversion time, and significantly increasing overall efficiency. | Kochi |
| Mar 2022 – Jun 2022 | Senior UX Designer, f1Studioz (Remote)
<ul style="list-style-type: none">• Conducted thorough UX research, performed audits, and executed competitive studies to inform design strategies.• Guided team members to streamline execution processes, facilitating smoother project implementation. | Hyderabad |
| Nov 2019 – Feb 2022 | User Experience / Team Lead, 3 Minds Digital
<ul style="list-style-type: none">• Spearheaded the creation of pitch decks and meticulously planned project timelines while efficiently allocating resources.• Managed end-to-end fintech projects with a robust focus on AI-driven portfolios, delivering exceptional user experiences.• Conducted insightful user research and competitive analysis while crafting detailed personas and user journeys to enhance product usability | Mumbai |

- Jan 2019 – Oct 2019 Lead UI/UX Designer, AMSYS Innovative Solutions (US) | Mumbai
- Revamped the patient experience for Health Companion apps in an agile, adaptive environment, enhancing user interaction.
 - Executed in-depth user research and produced detailed wireframes and sketches to guide design direction.
- Jan 2017 – Dec 2018 Senior Creative Designer, Mobileware Technologies | Mumbai
- Conceptualized and developed a unique brand identity for existing Financial Payment apps, resulting in enhanced market presence.
 - Delivered impactful user experience and design solutions tailored to client specifications.
- May 2014 – Dec 2016 UI/UX Developer, Aptus Health (US) | Navi Mumbai
- Oversaw the Omnio platform as a UX Developer, leading to a substantial 30% increase in app subscribers through improved design strategies.
 - Recommended a comprehensive design revamp, resulting in enhanced user engagement and increased satisfaction.
- Mar 2013 – May 2014 Visual Designer, Hurix Systems Pvt. Ltd. | Mumbai
- Provided UI design elements and ensured product optimization to elevate overall user satisfaction.
 - Developed UX proposals with improved recommendations that enhanced usability and user experience.
- Feb 2010 – Mar 2013 Sr. Graphic Animator, Praxis Interactive Pvt. Ltd. | Mumbai
- Executed production services for e-learning courses under Flash architecture, delivering high-quality educational content.
 - Engineered an external FLV Player to load content efficiently from the cloud, enhancing accessibility.
- Apr 2005 – Dec 2009 Project Manager/Team Lead, e2Mars IISSP Pvt. Ltd. | Kochi
- Collaborated effectively with stakeholders to design interactive courses for 30+ e-learning applications for Defence & International clients.
 - Managed a diverse team of 25 resources, consistently achieving project milestones and delivering successful outcomes.
- Aug 2004 – Apr 2005 Visualizer, Method Advertising | Kochi
- Designed a series of innovative advertisement campaigns for major clients, enhancing their brand visibility and outreach.
- Jan 2002 – Jul 2004 Creative Director, Vishaakham Creatives | Kochi
(self-owned)
- Pioneered a pre-printing business, specializing in designing brochures and pamphlets, effectively serving diverse client needs.

Education

Sep 2022 – Nov 2023	Diploma in Acupuncture Science Jain-Deemed-To-Be-University - Alappuzha	85%	Kerala
Mar 2018 – Mar 2018	Certified Usability Analyst Training Human Factors International - Mumbai	--	Mumbai
Aug 2007 – Sept 2009	M.Sc., Information Technology Annamalai University - Kochi	60%	Kerala
Jun 1992 – Apr 1995	Bachelor of Commerce, Accounting Kerala University	44%	Kerala
Jun 1990 – Mar 1992	Pre-Degree – Commerce Kerala University	48%	Kerala
Jun 1989 – Feb 1990	S.S.L.C. - Board of Education	54%	Kerala

Skills

Design Thinking	Wireframes and Prototypes	Design Implementation
UX Research & Design	Pitch-Deck Creation	Product Optimization
UX Copywriting	Provide Proposals, Estimate (Pre-Sales)	Data Analytics
Usability Testing	Critical Thinking & Problem Solving	SEO, A/B Testing

Software

Mac & Windows Proficiency	Microsoft Office 365 & Share Point
Adobe CC – Photoshop, Illustrator, XD	Figma, Fig Jam, Mindomo, Balsamiq,
Sketch, Zeplin, Clickup, Axure	MixPanel, Matomo, HotJar, Google Analytics,
Macromedia Flash, Authorware 7.0, Director	Marvel, Invision, Just-In-Mind,
SoundForge, Camtasia Studio, Neo Speech	Turbo C, C++, HTML5, CSS3, JQuery / JS

Languages

English	Hindi	Malayalam
Konkani	Marathi	Tamil

Declaration

I declare that the above given details are true and correct to the best of my knowledge

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