PRAGASH SANTHAKUMAR

Senior UX/UI Designer | Product Designer | UX Consultant

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 10+ years of experience designing user-centered web and mobile products across fintech, healthcare, e-commerce, EdTech and enterprise SaaS. Currently leading UX for global clients LPL Financial, UNICEF and Healthfirst at Perficient. Expert in user research, usability testing, information architecture, wireframing, prototyping, design systems and WCAG accessibility, with hands-on experience in Gen AI product discovery. Skilled at partnering with product managers and engineers in Agile teams to turn complex business requirements into intuitive, measurable product outcomes. Portfolio: pragashux.online

CORE SKILLS

UX Design: UX/UI Design, User-Centered Design (UCD), Design Thinking, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Design, Mobile and Web Design

Research and Strategy: User Research, Usability Testing, UX Strategy, Product Discovery, Stakeholder Management

Systems and Accessibility: Design Systems, Component Libraries, WCAG Accessibility, Developer Handoff

Domains: Enterprise SaaS, E-Commerce, Fintech, Healthcare, EdTech, Gen AI / AI-Driven UX

Tools and Process: Figma, FigJam, Adobe XD, Sketch, Miro, Jira, Agile, Scrum, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Senior UX Consultant, Perficient | Chennai, India **2025 – Present**

- Lead UX/UI design for enterprise clients LPL Financial, UNICEF and Healthfirst, translating complex business and regulatory requirements into intuitive digital experiences.
- Create end-to-end user flows, wireframes and high-fidelity UI designs in Figma for web and mobile platforms.
- Simplified complex financial user journeys for LPL Financial, improving task clarity and reducing user drop-off.
- Designed accessible, user-centered experiences for global UNICEF audiences across varied literacy levels and devices.
- Partner with product managers, business analysts and engineers in Agile sprints to align design decisions with product goals.
- Contribute to enterprise design systems and component libraries, ensuring visual consistency and smooth developer handoff.

UX Specialist, Movate Technologies **Apr 2024 – Nov 2024**

- Improved learner and admin experiences on a Learning Management System (LMS) product for a VBC client.

- Simplified navigation and information architecture across LMS modules, reducing user friction.
- Designed responsive interfaces in Figma, incorporating stakeholder feedback and usability research.
- Established consistent UI patterns and reusable components, improving design-to-development efficiency.
- Collaborated with product owners and developers in Agile sprints to ship features on schedule.

Senior UX Designer, Mobius Knowledge Services **Jan 2022 – Mar 2024**

- Led the UX team for the PIM Works product, owning end-to-end design from research through delivery.
- Designed UX for AI-driven product discovery and data workflows, improving findability and user efficiency.
- Aligned design decisions with technical constraints and user needs across product, engineering and business stakeholders.

Senior UX Designer, Srinsoft Technologies **2021 – 2022**

- Designed the UX for CFI Portal, a logistics platform, improving workflow efficiency for operations teams.

UX Designer, TNQ Books and Journals **2019 – 2020**

- Designed UX for Review Central and Proof Central, e-book platforms supporting editorial and publishing workflows.

Graphic, Web and UI Designer, Freelance **2014 – 2019**

- Delivered end-to-end UX/UI design for Glossa Read and Snailtechs e-learning platforms, from concept to delivery.

EDUCATION

B.Tech, Information Technology, Dr. SJS Paul's Engineering College **2013**

CERTIFICATIONS AND TRAINING

- Design Systems and Accessibility (WCAG) Training
- UX Design and User-Centered Design Principles
- UI Design, Wireframing and Prototyping Workshops
- Agile UX and Cross-Functional Collaboration Workshops

LANGUAGES

English (Professional), Tamil (Native)