

Prathamesh Balaso Patil

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Professional Summary

A Strategic **Product Designer** and systems thinker who architects scalable, developer-friendly design solutions. My unique background combining an **M.Des in Human-Computer Interaction** with a **B.Tech in Computer Science** allows me to act as the critical bridge between executive-level strategy, user advocacy (UX), and developer experience (DX). I specialize in owning the design for complex, multi-tenant B2B and Fintech platforms.

Employment

UI UX Designer Trainee, Roxiler Systems – Pune, IN

Aug 2025 – Present

- Architected an advanced, **3-level variable-based design system** in Figma. Enabled **18+ themes** (light/dark modes, 9 variations) from a single screen, driving massive gains in design consistency and dev efficiency.
- Standardized the design-to-dev handoff by creating a **40-page, single-source-of-truth** Figma structure, significantly improving clarity for researchers, developers, and QAs.
- Led the end-to-end design for a core **B2B Fintech lead-exchange platform**, owning the process from research and workflow mapping to prototyping.
- Served as the key design partner for C-level leadership (CTO, CDO), translating business goals into functional design and defending decisions based on **technical constraints**.
- Owned the full UX research lifecycle, conducting heuristic evaluations and competitive analysis (Zoho, Frappe) to validate designs.
- Designed a complex, **multi-tenant platform** accommodating distinct user roles (Admins, Buyers, Affiliates), ensuring a seamless experience for each.

Visual Design Intern, AdroApex Multiservices – Kolhapur, IN

Jan 2025 – June 2025

- Pitched and executed an innovative **dual-navigation strategy** (Brand vs. Application) for a B2B e-commerce client ('DSP Equipments').
- This new IA resulted in a **significant, client-reported increase in sales** within three months of launch and received direct praise for ease of use.
- Gained immediate buy-in from senior leadership by presenting a value-driven case for the user-centric design approach.
- Defined the core visual language and created mini-brand guidelines to establish a cohesive brand identity.

UI Design Intern, Exontric System – Kolhapur, IN

Jan 2023 – May 2023

- Led the **from-scratch design** for the 'Ashwamedh Constructions' website, developing a new information architecture to align with user needs.
- Created detailed user flow diagrams and wireframes for multiple client websites, bridging the gap between client requirements and engineering execution.

Education

Savitribai Phule Pune University, Master of Design | Human-Computer Interaction

2023 – 2025

Sanjay Ghodawat University, B.Tech | Computer Science and Engineering

2019 – 2023

Skills

Design Strategy & Process: User Research, Interaction Design, Design Systems (Atomic Design), Agile Methodologies, Design Thinking, Wireframing & Prototyping, Accessibility (WCAG), Branding

Tools & Technologies: Figma, Adobe Creative Suite, Framer, Webflow, Spline (3D), Miro, Notion, Tailwind CSS, Mantine UI, Shadcn/ui, Aceternity UI, Magic UI