

# Pruthviraj Chandak | Lead Product Designer

Lead Product Designer building scalable, user-centered products across startups and enterprise environments. Expert in designing 0-to-1 products, leading cross-functional teams, and leveraging AI-assisted design workflows to bridge the gap between complex business requirements and intuitive user experiences.

## Contact

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## Work

pruthvidesign.figma.site

## Skills & Tools

**Product & UX:** Product Design, UX/UI, Interaction Design, Design Systems, User Research, Information Architecture, Prototyping, Usability Testing, Design Ops, Design-to-Dev Handoff

**Leadership:** Design Strategy, Team Mentorship, Design QA, Stakeholder Management, Cross-functional Leadership

**Tools:** Figma, Sketch, Adobe CC, Whimsical, Principle, InVision, Miro, HTML/CSS

**AI-Assisted Design:** Figma (Make), Subframe, Framer AI, v0, Shadcn, ChatGPT, Claude, Lovable

## Education

### G.D. Applied Arts (Visual Communication)

2012-2017 | Abhinav Art College, Pune

### Higher Secondary (Science)

2012 | NMV Junior College, Pune

### Secondary School Certificate

New English School, Ramanbaug · 2010

## Labra.io | 2 yrs 6 mons

### Lead Product Designer

Aug 2025 - Feb 2026 · 7 mos

### Senior UX Specialist

Aug 2023 - Aug 2025 · 2 yrs

- **Established the design function from zero as the first designer of the organization**, defining design culture, workflows, and quality standards across the organization. Collaborated across 7 PMs, 4 engineering teams, a QA team of 10, sales, CS, and founders and eventually built and led the design team from scratch.
- **Created and scaled a comprehensive design system**, significantly reducing design to engineering handoff time and ensuring consistent UI across core products.
- **Led end to end design strategy for multiple enterprise products**, translating business objectives into validated, launch-ready solutions.
- **Mentored and managed junior designers**, introducing structured review processes that raised design quality and overall team speed.
- **Collaborated directly with Founders and Engineering leads** to align product strategy with technical feasibility and long-term business goals.
- **Standardized design QA practices** and trained QA team to identify UX and UI gaps, **reducing front-end inconsistencies and rework.**

## YASH Technologies | 1 yrs 4 mons

### UX Specialist

May 2022 - Aug 2023 · 1 yr 4 mos

### LoanCare:

- **Led the redesign of the web portal**, improving task efficiency and reducing cognitive load through clearer information architecture and a modernized visual system.
- **Conducted usability audits** to unify fragmented user experiences.

### Anglo American:

- **Managed the Design System** for 10+ teams and conducted research to standardize patterns across 8 core products.

## Kritii Design | 4 yrs

### Senior User Experience Designer

Oct 2021 - May 2022 · 1 yr

### User Interface Designer

July 2018 - Oct 2021 · 3 yrs

- **Led design for multiple accounts and 25+ products**, managing end-to-end delivery for both client and in-house assignments.
- **Collaborated with clients and stakeholders** to define product solutions that solved user problems while meeting business goals.
- **Managed the full design process**, including user interviews, information architecture, wireframes, prototypes, and final visual designs.
- **Built and maintained design systems across various projects** to ensure visual consistency and faster delivery.
- **Mentored junior designers** and conducted presentations to share design knowledge with the broader team.

## Early Career (UX & Visual Design) | ~4 yrs

### Freelance UX & Visual Designer

May 2016 - May 2018 · 1 yr 10 mos

### Graphic & Visual Design Roles & Internships

2014 - 2018 · Velocita, 108 Admonks, Lotus Concepts

- Delivered UX, branding, and websites for 15+ clients.
- Led end-to-end projects: user research, design, prototyping, hand-off.
- Built foundational skills in branding, print, and visual communication through early roles/internships.