

# PRATHAM KSHIRSAGAR

## Product Designer

✉ prathamksh@gmail.com ☎ +91-9579502371 📍 Bengaluru, India

🌐 [linkedin.com/in/pratham-kshirsagar/](https://www.linkedin.com/in/pratham-kshirsagar/) 🔗 [prathamkshirsagar.com](https://prathamkshirsagar.com)

### EXPERIENCE

---

#### Paradiso Solutions

2025 Nov – Present | Remote

##### LEAD PRODUCT DESIGNER

- Led UX strategy and design execution across 3 products — Paradiso LMS, Paradiso Authoring Tool, and Paradiso AI Roleplay — managing and mentoring a team of 2 junior designers.
- Gamified core learning experiences for Learning Paths & Plans through redesigned information architecture and user flows, driving a 35% increase in learner engagement and onboarding 6+ new enterprise clients.
- Executed a full UI/UX revamp of the Paradiso Authoring Tool (rebranded from Cognispark) with enhanced AI capabilities; usability testing with instructional designers showed a 50% reduction in slide creation time, contributing to a 30%+ uplift in sales conversions.
- Designed Paradiso AI Roleplay end-to-end — from concept to developer handoff in Figma — in just 2 weeks, leveraging AI-powered UX research & design (NotebookLM, Claude, Lovable, Maze AI, Storybook) for competitor analysis, ideation, prototyping, and usability testing.
- Conducted user interviews and usability testing across products; collaborated closely with 2 Product Managers, stakeholders, and development teams to ensure design-to-dev consistency.

#### SyncVault

2025 Feb – 2025 Nov | Remote

##### LEAD PRODUCT DESIGNER

- Led the design and launch of core Web3 features of SyncVault, including Quests, Staking, and Wallet — from concept to launch.
- Redesigned SyncVault's three flagship utilities — Claim-free music, Use & Earn and Challenges — delivering a modern, intuitive user experience that increased user engagement and session duration by over 40%.
- Built a scalable design system and component system to ensure consistency across platforms, improving development efficiency by 25%.
- Refined the UI/UX based on iterative feedback, while elevating SyncVault's design language, and implementing a modular layout that enhanced brand perception and user retention.

#### GOLEAD

2023 Feb – 2024 Nov | Remote

##### UI/UX DESIGNER

- Designed intuitive and seamlessly user-friendly web and app screens of the product.
- Conducted competitive research followed by creating user personas and empathy maps followed by designing low - mid - high fidelity wireframes and final design.
- Carried out usability testing with colleagues, SME's and company's associated consulting firm.
- Created product prototypes and collaborated with front-end developers to contribute in HTML & CSS part of the code.

### PROJECTS

---

#### FOOD SWINGS

2022 Dec – 2023 Jan

##### Home-made food delivery app

- User Research & Competitive Analysis
- Created user personas & user flow
- Designed Low & Mid Fidelity wireframes of screens

- Created final designs and prototyping
- Conducted usability testing with peers and target users and implemented feedbacks in designs.

## EDUCATION

---

**BBA International Business Management** 2027  
*DY Patil University, Pimpri, Pune*

**B.Tech Mechatronics Engineering** 2022  
*MIT ADT University, Loni Kalbhor, Pune*

## CERTIFICATIONS

---

Certificate - UI/UX Designing - TuteDude [↗](#)

Certificate - Graphic Designing [↗](#)

Certificate - UX Workshop Certificate by Growth School [↗](#)

## SKILLS

---

### Software & AI Tools

- Figma, FigJam, Figma Make
- Adobe CS (Photoshop, Illustrator, InDesign)
- Balsamiq
- Miro
- Hotjar
- MixPanel

### Hard Skills

- Competitive Analysis
- Design System
- UX Research
- Wireframing
- Empathy Mapping
- User Flow
- Information Architecture
- Sitemap
- Rapid Prototyping
- Mockups
- Usability Testing
- A/B Testing
- Prompt Engineering

### AI Tools

- Claude Design, Claude Code
- Lovable
- NotebookLM
- Storybook
- Maze
- Rive
- Protopie
- Cursor

## SUMMARY

---

I'm a product designer with 3.5+ years of experience working across Web3, EdTech, and SaaS — designing products that are as thoughtful in structure as they are in detail. My work spans the full UX process: user research, information architecture, design systems, prototyping, and developer handoff.

I've developed a strong command of AI-assisted design workflows. I actively integrate tools like Claude, NotebookLM, Lovable, Maze AI, and Rive to accelerate research, ideation, prototyping, and usability testing — enabling faster design cycles without compromising quality or craft.

I do my best work in collaborative environments — alongside PMs, developers, and stakeholders. I strongly believe design has the power to improve lives through clarity, purpose and attention to detail.