



Pranita Rathore

Product Designer

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SUMMARY

Product Designer with **4+ years** of experience in building intuitive, user-centric, scalable experiences - from 0→1 products to platform-level systems.

EXPERIENCE

SFL | Product Designer

Sep 2025 - Present

Bangalore

- **Led the end-to-end redesign of the B2C mobile app** as the sole Product Designer, overseeing the entire lifecycle from initial discovery and UX strategy to high-fidelity UI.
- **Built design system from scratch** - 25+ components, color tokens, and typography, establishing visual foundation and enabling faster, consistent delivery
- **Led feature development** alongside the revamp, collaborating cross-functionally and mentoring a junior designer to ensure high-quality execution
- **Integrated AI into design workflows** (Claude MCP + Figma) to accelerate research, edge-case exploration, and UX writing, reducing iteration cycles

AssetPlus | Product Designer I

Apr 2024 - Aug 2025

Chennai

FinTech platform managing ₹4,500 Cr AUM | 14.5K partners | 150K+ users

- **Re-architected onboarding** experience by introducing a Digilocker-based KYC flow, reducing rejection rates by 15% and cutting activation time to <5 minutes
- **Revamped analytics dashboards** used by 7K+ active partners, improving information hierarchy and usability, Increased DAU by 25% and event interactions by 42%
- **Designed and launched a 0→1 term insurance**, delivering 6,478 successful quotes and 500+ organic enquiries in 2 months
- **Designed and integrated a support feedback system**, capturing feedback on 12,940 / 15,592 tickets and achieving 88.22% CSAT

AssetPlus | UI/UX Designer

Jan 2023 - Mar 2024

Chennai

- **Built a shift-based ticket auto-assignment system**, eliminating the need for manual distribution for support team.
- **Streamlined Partner Profile system**, reducing repetitive queries by 24% and enabling self-serve profile management
- Conducted an in-depth **Design Audit** across B2B & B2C platforms, identifying UI inconsistencies and reinforcing the Design System.
- Demonstrated strong ownership and execution, leading to promotion to Product Designer I

Accenture | Design Associate

Apr 2022 - Nov 2022

Remote

- Contributed to dashboard redesigns and UX explorations, working closely with cross-functional teams - formal transition into product design

Accenture | Firmware & Embedded Engineer

Sep 2020 - Mar 2022

Remote

- Validated IPTV Set Top Boxes for European clients; automated QA scripts in Python on Linux.

EDUCATION

B.Tech, IT (2020) - Banasthali University | 8.08 CGPA.

SKILLS

Design Disciplines

UX Design, Product Design, Interaction Design, Visual Design, Information Architecture, Prototyping, Wireframing, Design Systems,

Research

User Interviews, Usability Testing, UX Audits, Journey Mapping, A/B Testing

TOOLKIT

Figma, Figma Make, Framer, Rive, Wix, Procreate, Mixpanel, CleverTap, Claude Code, VS Code