Prajnya Baliga

- **Portfolio – prajnyabaliga.com**
- **E-mail – prajnyabaliga3186@gmail.com**
- **Contact – +91 8310318251**

Senior Product Designer

Accomplished Senior Product Designer & emerging Product Design Lead with 8 years of experience leading end-to-end design lifecycles for high-growth digital products in remote Agile environments. Expert in product strategy, design operations, and cross-functional team leadership, translating user research into innovative, metrics-driven solutions. Proven ability to build and mentor design teams, conduct design thinking workshops, and optimize UX for B2B and B2C SaaS platforms.

Core Competencie

- **Design Leadership & Operations:** Product Strategy · Roadmapping · Design Systems Management · Design Ops · Team Mentorship & Coaching
- **User-Centered Execution:** End-to-End UX Lifecycle · User Research & Usability Testing (Remote) · Wire-framing & Prototyping (Lo-/Hi-Fi) · Information Architecture
- **Collaboration & Facilitation:** Cross-Functional Partnership (PM, Engineering, Marketing) · Workshop & Sprint Facilitation · Stakeholder Management · Accessibility (WCAG 2.1)
- **Technical & Analytics:** Figma (including Figma AI plugins) · Miro (with AI mindmap features) · FigJam · InVision · Adobe XD · Illustrator · Procreate · Maze · Uizard · ChatGPT · Midjourney · DALL·E · Adobe Firefly · Otter.ai · Jira · Confluence · Slack · Asana · Trello · Monday.com · Productboard · Aha! · ClickUp · Notion AI · Google Analytics · Mixpanel · Hotjar

Professional Experience

1. Senior Product Designer & Researcher

WaveMaker Inc. – May 2024 - Present

- Led the design lifecycle from discovery through final execution for Wavemaker's low-code platform, partnering with PMs and Engineers to define quarterly roadmaps and drive product strategy.
- Co-owned and scaled the company-wide design system, defining tokens and component libraries in Figma; reduced duplicate work by 40% and improved developer handoff accuracy by 80%.
- Facilitated design thinking workshops and ideation sprints in Miro and FigJam with cross-functional stakeholders across three time zones, accelerating feature validation and cutting rework by 29%.
- Integrated front-end prototyping using HTML/CSS to validate interaction patterns and ensure technical feasibility, reducing development back-and-forth by 60%.

2. Senior Product Designer & Researcher (Contract)

TANGGApp – September 2024 - March 2025

- Directed end-to-end UX design for a global remittance platform, conducting remote usability tests with participants in the Philippines, and the US; synthesized insights to iterate prototypes and improve usability scores by 32%.
- Co-developed design-to-code workflows using Figma tokens and shared GitHub repos, reducing implementation errors by 95% and accelerating time-to-market.
- Led bi-monthly cross-team workshops including WCAG 2.1 standards, increasing compliance from ~50% to ~90% and mitigating legal risk.
- Collaborated with marketing and product teams to optimize user onboarding, lifting activation rates by 37% through A/B testing and data-driven design decisions.

3. Senior UX/UI Designer and Researcher

India Index – September 2023 - February 2024

- Led UX research and design for a B2B platform, enhancing US-India trade relations by streamlining the sourcing process through empathetic design and data-driven insights.
- Collaborated with stakeholders to align product vision with user needs, achieving a market-fit product loved for its aesthetics and functionality.
- Conducted usability testing with prototypes, directly contributing to a 25% increase in user engagement.

4. UX/UI Designer and Data Visualization Engineer

GrandVision (via Wise Analytics) – July 2022 - May 2023

- Spearheaded design sprints, fostering team collaboration to generate innovative design solutions within tight deadlines.
- Translated stakeholder visions and user needs into compelling design strategies, ensuring alignment with business objectives.
- Implemented A/B testing and usability studies to validate design hypotheses, enhancing user satisfaction and product effectiveness.

5. Software Developer (No-Code) and UX/UI Designer

Flow of Work Co - September 2021 - July 2022

- Maintained and updated the design library, ensuring consistency across the application and improving the user experience.
- Worked closely with developers to tackle accessibility challenges, ensuring inclusive design principles were incorporated into product development.

6. Software Developer (No-Code) and UX/UI Designer

Design off the Boat – March 2020 - August 2021

- Ran design workshops to involve engineers in design process and capture all potential ideas clients had.
- Conducted user research with the Researcher and created personas to inform design decisions.
- Creating wireframes, prototypes, and user flows to communicate design concepts and interactions to stakeholders.
- Worked closely with developers to ensure designs are implemented as intended and meet design specifications.

7. Software Developer (No-Code), UX Designer and Project Manager

Techflux – September 2017 - March 2020

- Ran ideation workshops to clients and other stakeholders to capture all potential ideas critical to the MVP.
- Managed end-to-end delivery of the project from gathering client requirements, to participating in and overseeing the development, to overseeing the QA before launch.
- Mentoring new team members on best practices for no-code tools and no-code development to ensure professional growth and building a skilled workforce for the organisation.

Education

MITID Pune
UX/UI Design, March 2022 - March 2023

IIT Madras
AI/ML (Dropout), March 2021

GIT Belgaum
B.E in Computer Science and Engineering, August 2013 - July 2017

RLS PU College, Belgaum (11th + 12th)
PCMB, June 2011 - May 2013

St. Joseph's Convent High School, Belgaum (Kindergarten - 10th)
June 1999 - April 2011