

Prashant Desai

Product Designer | UX Researcher | B2B Enterprise SaaS

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SUMMARY

Product Designer & UX Researcher with 3+ years of experience in enterprise B2B SaaS, specializing in taking products from 0 to 1 in startup environments. Led end-to-end design across two early-stage companies, collaborating closely with founders (CTO & CEO) to shape product strategy and execution. Experienced in designing AI-driven products and complex agentic automation systems, with a track record of operating as a founding and sole designer in agile teams.

WORK EXPERIENCE

Theseus AI Lab

Jan. 2024 – Feb 2026

Product Designer

- Led the team, owned, and developed an internal SaaS tool (certifier) using **Claude Code** which is **saving the business ~\$200/m** and as well as increasing brand discovery & awareness.
- Owned & built an Agentic workflow system for content curation by orchestrating **AI agents using n8n. Improved the curation to post efficiency by 50%.**
- **Led 0-1 research**, design strategy and development of a two-way AI Interviewer SaaS platform **that reduced the time to hire by 70%.** Implemented for screening 100+ candidates, and led to successful hire.
- Developed over **5 No-code applications** using **Lovable.dev** & **gave a No-code development training** to a leading stock brokerage firm in India.
- Built an AI Copilot (Google Chat + standalone) for employee productivity, **used by 50+ sales reps & 19-member HR Ops team, reducing TAT by 43% and tickets by 53%.** Helped secure Antler **backing.**
- **Improved AEO, GEO & SEO** of our website leading to our company appearing in AI search engines.
- Built the entire Theseus AI Lab brand - from the ground-up - website, marketing collaterals, decks which improved the CRO and engagement leading to partnerships with businesses.

OT-Marketplace

Nov. 2022 – Jan. 2024

UI/UX Designer

- Revamped Operations team's SaaS platform, **reducing task time by 50% and overall, TAT by 30%,** improving operational efficiency and **SUS score from 30 → 67.5.**
- Designed key platforms (vendor management, customer portal, partnership data storage), **reducing partner and customer onboarding time by 40%.**
- Developed an internal operations system to collaborate with client on a content development project which **increased operational efficiency and TAT by 40%.**
- **Reduced MVP development time by 30%** using Locofy.ai, **accelerating time-to-market.**
- Rebranded the organization's website & brand presence across social media channels **resulting in > 200% in engagement & CRO by 60%**
- Led user interviews with business partners, uncovering critical insights that **invalidated the initial product hypothesis** and helped steer the team toward the right product direction.
- Designed a prototype proposing the integration of our marketplace into Infosys' L&D system, **securing senior management approval and enabling a successful partnership.**
- Owned the end-to-end planning and execution of customer marketing campaigns, from emailer design and messaging to outreach, **resulting in increased training requirements** from customers.
- **General Design** – Created a wide range of visual and marketing assets, including pitch decks, logos, animated videos, motion graphics, marketing collateral, business cards, office space, and signage.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** IxDF, Accenture, IBM, Coursera (Google), LinkedIn Learning
- **Tools & Technologies:** Figma, Protopie, Framer, Google Looker Studio, Power BI, Webflow, Canva, Google Analytics, LogRocket, Claude Code, Microsoft Clarity, Cursor, n8n, Lovable, Google Stitch, Figma Make, v0, Hotjar, Mixpanel, Sketch, Adobe XD, Axure, UserTesting, Typeform, SurveyMonkey, Maze, InVision, Balsamiq, Axure, UXPin
- **Skills:** User Research, UI Design, Prototyping, Motion Design, Service Design, Data Analysis, Design Systems, User flows, Journey Mapping, Visual Design, Web Development, Accessibility, Customer Experience Design, Information Architecture, Wireframes, Competitor Analysis & Benchmarking, Market Research, Card Sorting, Frontend Development, Usability Testing, WCAG, Storyboarding, Surveys, Agile, HTML/CSS, Product Management, User Interview, Sitemaps, Contextual Inquiry, Ethnography Research, A/B Testing, Mobile-first and Responsive design.

EDUCATION

Presidency University <i>B. Tech in Computer Science & Engineering</i>	2022 Graduate
UXED Mentorship Program <i>UX Research in Skincare Industry</i> Intensive practitioner-led program covering advanced qualitative & quantitative research methods, research operations, and AI-assisted synthesis workflows. Completed a capstone case study in Skincare industry.	Jun. '25 to Oct '25