

Hariprasad B — UI/UX Designer

– New Delhi, India

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in hariprasd

Summary

A multidisciplinary designer specializing in **branding**, **UI/UX design**, and **generative AI**, complemented by a strong engineering background. With over 6 years of experience starting in 2018, in areas such as digital design covering graphics, branding, and creating user-focused designs that ensure outstanding user experiences. Proficient in **3D modeling**, **interaction design**, and **visual storytelling**, with extensive knowledge of front-end engineering (React / Next.js) to develop cohesive and functional designs.

Experience - 2y

Itu Chaudhury Design

Product Designer

New Delhi, India

07/2025–Present

- Oversaw the iPaaS module of UnifyApps' B2B SaaS platform, refining the platform and its workflows.
- Partnered with engineers on frontend logic, automation rules, and AI agent builder design.
- Contributed to Dubai's government AI integration and many other clients across the globe.

Metastart SVY LLP

Senior UI/UX Designer

Bengaluru, India

05/2023–06/2025

- Lead the redesign of key products, improving user retention by 15% and optimizing on-boarding flows.
- Built and maintained a scalable design system used across multiple teams and projects.
- Advised engineers on improvisation of performance, SEO, and analytics integration across web platforms.

Education

APJ Abdul Kalam Technological University

Bachelor of Technology (B.Tech)

CGPA: 7.1

Degree is **equivalent to Bachelor 3j** according to Anabin.

Institution listed with **H+ status** (fully recognized) in the German education system.

Trivandrum, India

2019–2023

Core Skills

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Blender, Spline, Jitter, Midjourney

User Experience: Wireframing, Prototyping, Usability Testing, A/B Testing, Accessibility (WCAG)

Frontend Development: HTML5, CSS3, JavaScript, React, Next.js, Zustand, REST APIs, Axios

Other Tools: GitHub, Notion, Framer, Agile Methodology, SEO, Social Media Strategy

Projects

Portfolio: A personal website designed to reflect creative identity and technical proficiency. Developed using Next Js and Framer Motion. hariprasd.me

sSite: A no-code tool to generate personalized wedding websites in under 2 minutes. Built using Next.js, Firebase, and Vercel. ssite.fun

Languages

Tamil:

Native

Malayalam, English: C1

Professional Working Proficiency

Interests

Creative Hobbies: Photography, Digital Illustration, Sketching, Music, Coding, Shipping Side projects, Trekking, Hiking, Traveling