



# Prasanth Rajan

## Product Design Lead

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**Portfolio:** [www.prasanthrajan.com](http://www.prasanthrajan.com)

**Location:** Bangalore

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### Graduation:

#### National Institute of Design

Ahmedabad, M.Des

2014 - 17

#### National Institute of Technology

Tiruchirappalli, B.Tech

2008 - 12

### Executive Education:

#### Indian Institute of Management

Kozhikode, GMPBE

2022 - 23

### Recognition:

- Received Manager Choice Awards thrice during my tenure in IBM
- Bluepoint Award from senior leadership in IBM
- Runner-up in Creative Jam by Adobe

### Endorsed Traits & Skills:

- Ownership - Accountability, Responsibility and Dependability
- Strong collaboration skills
- Hybrid skillset - User experience, Visual design and Leadership
- Attention to detail

Prasanth is a seasoned Product Design Lead with over 9 years of work experience and a Master's degree in Product Design from the National Institute of Design, Ahmedabad, India. He excels in leading cross-functional teams to create user-centric designs that are both meaningful and delightful. Prasanth is passionate about solving complex user experience challenges, mentoring team members, and driving projects to completion within tight deadlines. His user-first approach drives intuitive and impactful solutions.

### Work Experience:

#### Citrix

Sep 2023 - Present, Lead Product Designer

Nov 2020 - Aug 2023, Senior Product Designer

- As Product Design Lead at Citrix, currently driving the design vision for Citrix's flagship product, enhancing the user experience for millions globally.
- Prior to that, led a project to reimagine the admin experience of a key enterprise product used by many Fortune 500 companies, earning outstanding customer feedback.
- Have also redesigned the Citrix developer portal experience, reducing the drop rate from approximately 62% to below 40%.

#### IBM

Apr 2017 - Nov 2020, Lead User Experience Designer

- Led design efforts across various industries, including Banking, Healthcare, Telecom, and Transportation, working with clients from India, Singapore, Canada, and the Netherlands.
- Designed solutions in experience design, service design, strategy, space design, and branding, which earned multiple Manager Choice Awards and recognition from clients and senior management.
- Initially joined as a Senior User Experience Designer, where Prasanth focused on user research, wireframing, and prototyping for complex projects. He was later promoted to Lead User Experience Designer, taking on additional responsibilities such as leading a team of 4 to 6 designers and driving strategic design initiatives.
- Played a key role in delivering MVPs and client pitches, contributing to new business acquisition.

#### L&T

Jun 2012 - May 2014, Senior Engineer

- Earlier experience as a Senior Engineer at Larsen & Toubro contributed to the foundational collaboration and planning skills essential for growth.

