

# Prabhu Raja

Senior Experience Designer  
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A highly skilled Senior Product Designer with expertise in crafting scalable, user-centric solutions across Telecom, Legal, Finance, IoT, and Government sectors. Experienced in iterative design, user research, and component library management to drive business impact. Adept at breaking down complex features into viable iterations, leading cross-functional collaboration, and aligning stakeholders around design decisions. Proficient in Figma, usability testing, interaction design and enterprise product scalability, ensuring seamless web and mobile user experiences

## Professional Experience

- Senior Experience Designer

Nov 2023 – Mar 2025

MarstonHoldings, Public Sector, London

  - Established and formalised a design team by implementing robust processes, principles, Figma component library, guidelines, and reducing design-to-development handoff time by 20%.
  - Led user research initiatives and facilitated collaborative design workshops, driving product requirement validation and achieving an 85% stakeholder satisfaction rate.
  - Redesigned B2B and B2C web and mobile applications, achieving 85% accessibility compliance and a 25% reduction in user-reported issues
  - Spearheaded Design QA processes, ensuring consistent, high-quality design execution while aligning teams and organisational core values on the right level of 'done'.
  - Developed and presented UX strategies to both technical and non-technical audiences, increasing stakeholder buy-in by 40%.
- Senior UX Designer (Contract)

Sep 2022 – Jun 2023

BNY Mellon, Finance Sector, London

  - Led enterprise UX strategies for complex financial platforms, achieving a 70% increase in user satisfaction and reducing training time by 30%.
  - Designed and implemented a comprehensive design system, streamlining workflows and increasing design efficiency.
  - Collaborated with cross-functional teams to define design roadmaps, ensuring alignment between product strategy and user needs.
  - Mentored and coached junior designers, fostering skill development and best practices, with 100% of mentees reporting increased confidence in leveraging the design system.
  - Simplified complex financial workflows, improving comprehension for both technical teams and non-technical stakeholders, leading to a 50% reduction in onboarding time.

## Core Skills

- Design

  - End-to-End UX Design
  - Information Architecture
  - Responsive & Mobile Design
  - Visual & Interaction Design
  - SaaS & Enterprise UX
  - Inclusive & Accessible Design
  - Data-Driven Decision Making
- Technical

  - Design Tools: Figma (Auto Layout, Variants, Component Libraries, Prototyping), Zeplin, Miro, UserBit, Overflow, Confluence, JIRA
  - Methodologies: Agile, Scrum, Design Thinking, Lean UX, User-Centered Design
  - Prototyping & Research: Wireframing, User Flows, Usability Testing, Heuristic Evaluation, UX Audits, Personas, Journey Mapping
  - Analytics & Behaviour Tracking: Google Analytics, Hotjar
  - Front-End Collaboration: Working with developers on UI/UX implementation

## Senior Product Designer

Mar 2021 – Sep 2022

Sweep Technologies, IoT Sector, London

- Established and managed a scalable design system, increasing design consistency by 85% and significantly reducing development time.
- Conducted user research, interviews, and usability testing, extracting actionable insights to inform product improvements.
- Defined and implemented agile design processes, reducing iteration cycles to two rounds per feature.
- Partnered with engineering and marketing teams to align design with brand identity, ensuring cohesive user experiences across platforms.
- Created interactive prototypes to explain technical IoT solutions to diverse audiences, increasing adoption rates by 35%.

### Professional

- Strategic problem-solving
- Cross-functional Collaboration
- Design Process Optimisation
- Stakeholder Engagement
- UX Strategy & Research
- Team Leadership & Mentorship
- Innovative mindset
- Presentation skills
- Decision making and prioritisation
- Empathy-Driven design
- Change management

## Senior Product Designer

Nov 2013 – Mar 2021

ThomsonReuters HighQ, Legal Sector, London

- Spearheaded efficient design workflows, optimising Jira integration to improve collaboration between design and development, driving productivity and enhancing the delivery of legal and banking sector products.
- Led discovery and usability workshops with stakeholders, achieving an 85% satisfaction rate in design-led decision-making.
- Advocated for user-centered design methodologies, improving alignment between UX and business objectives.
- Implemented usability testing frameworks, boosting user satisfaction by 80%. increasing adoption of user-centric design practices across product teams and integrated user feedback into iterative design improvements.
- Mentored junior and senior designers, fostering design thinking and best practices across the organisation.
- Translated intricate legal concepts into user-friendly interfaces, enhancing usability and reducing support inquiries by 45%.

## Education

**Masters (MSc) in Human Computer Systems/HCI**  
City University, London

**Bachelor of Technology (B.Tech) in Chemical Engineering**  
Madras University, Chennai, India

## Professional Training

- **Personas: Turn User Data Into User-Centered Design**, Nielsen Norman Group (2020)
- **Lean UX and Agile**, Nielsen Norman Group (2020)
- **User Testing and User Research**, Webcredible (2020)
- **Design System Bootcamp**, Memorise.ly, London (2020)

## Certifications

- **AI for Designers** – IxDF, International Design Foundation (2025)
- **UX Design Leadership** – Uxcel (2025)
- **User Psychology** – Uxcel (2025)
- **Certified Scrum Product Owner (CSPO)** – Scrum Alliance (2019)
- **Certified Usability Analyst (CUA)** – Human Factors International (2008)