Prajakta Kadam

Product Designer | UI/UX & Design Systems Expert | Seattle, WA
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My Portfolio

PROFESSIONAL SUMMARY

Product Designer with 8+ years of experience leading end-to-end design for complex, large scale products across healthcare, enterprise, and consumer platforms.

Skilled at transforming ambiguous problem spaces into intuitive user experiences through strong product thinking, interaction design, and scalable design systems.

Proven track record of partnering with cross functional teams to drive design-led outcomes, including measurable gains in engagement and conversion.

Experienced in advanced prototyping, research-driven decision-making, and mentoring designers to raise quality across teams.

Excited to contribute thoughtful, strategic design leadership to products that shape how billions of people connect and interact.

SKILLS

Product Design & Strategy
- End-to-end product design ownership from concept through launch.
- Translating ambiguous, high-level ideas into clear product experiences.
- Product thinking aligned with user needs, business goals, and growth metrics.
- Experience defining UX strategy, design principles, and experience vision.

User Experience & Interaction Design
- Designing complex user flows and interaction models for web and mobile products.
- Simplifying multi-step, high-friction workflows into intuitive interfaces.
- Information architecture, journey mapping, and usability optimization
- Strong foundation in accessibility, clarity, and interaction consistency

Research & Data-Informed Design
- Qualitative and usability research, heuristic evaluations, and A/B testing
- Synthesizing research insights into actionable design decisions
- Validating concepts through testing and iteration to drive measurable outcomes.

Prototyping & Design Systems
- Advanced prototyping using high-fidelity and functional interaction models
- Experience using prototypes as a decision-making and alignment tool
- Design system creation, component libraries, scalability, and governance
- Maintaining visual systems that evolve with product needs.

Cross-Functional Leadership & Collaboration
- Leading design efforts in partnership with product managers, engineers, and researchers
- Driving alignment across stakeholders through clear communication and design rationale
- Mentoring designers through critique and feedback to raise quality standards.

Tools & Execution
- Figma (advanced), design systems, interactive prototyping
- AI-assisted research, flow exploration, and rapid iteration
- Agile / Scrum environments, design reviews, and workshop facilitation.

EDUCATION

Certification: UX Design Career Track
Springboard - Online
2021

Master's in fine art: Applied Arts
Faculty of Fine Arts, MS University - India
2005

Bachelor of Fine Arts: Applied Arts
North Maharashtra University - India
2003

WORK PROCESS

Research → Product Thinking → Low fi / Hi fi Wireframe → User Testing → UI Design

EXPERIENCE

Product Designer
Thomas J. Paul, Inc, Philadelphia, PA

May ' 23 to May 25 • Remote

- Led end-to-end design of a complex patient and healthcare provider portal, translating ambiguous business and regulatory requirements into clear, usable workflows.
- Partnered closely with product managers, engineers, and stakeholders to define experience strategy from concept through launch, balancing user needs with business objectives.
- Designed scalable information architecture and interaction flows that simplified high-friction healthcare actions for multiple user types.
- Created high-fidelity prototypes and functional interaction models in Figma to validate concepts early and reduce downstream engineering rework.
- Established and maintained a comprehensive design system, improving consistency across teams and accelerating delivery cycles.
- Leveraged AI-assisted research and prototyping to validate assumptions faster and explore multiple solution paths before convergence.

Senior UI/UX Designer
Walgreens, Chicago, IL

May ' 22 to Jan 23 • Remote

- Led redesign of a large-scale internal employee wellness platform, improving usability and driving a 20% increase in conversion and engagement.
- Owned UX strategy for complex B2B workflows, distilling multi-step processes into intuitive, accessible user experiences.
- Conducted usability testing and iterative design cycles, translating research insights into measurable product improvements.
- Collaborated cross-functionally with product, engineering, and business partners to align design execution with growth goals.
- Delivered high-fidelity prototypes and production-ready designs using Figma, ensuring smooth handoff and implementation.

UI/UX Designer
Microsoft

Oct ' 21 to Feb 22 • Bellevue, WA

- Designed end-to-end user experiences for Bing Answers and Segments, contributing to features used at global scale.
- Translated broad product concepts into polished interaction and visual designs aligned with Bing's design system.
- Built interactive prototypes to test and refine complex information presentation patterns before development.
- Facilitated design critiques and real-time feedback sessions, raising quality and alignment across design and product teams.
- Partnered closely with senior design leads, PMs, and engineers to drive design decisions from concept to launch.

Lead UI/UX Designer
Comcast Spotlight

Oct ' 18 to Feb 2020 • Philadelphia, PA

- Led UX efforts for B2B advertising products, owning experience design across multiple initiatives simultaneously.
- Transformed ambiguous requirements into clear product flows and interface solutions aligned with business goals.
- Guided and mentored designers through critiques, improving consistency and overall design quality.
- Presented design rationale to product and executive stakeholders, influencing prioritization and decision-making.
- Delivered wireframes, prototypes, and final UI within Agile timelines, ensuring on-time launches.

UI/UX/Visual Designer
Multiple Companies in India

2005 to 2012 • Pune • Banglore, India

- Designed and delivered iOS and Android applications for enterprise clients including JP Morgan Chase and VALIC.
- Led interaction and visual design across web and mobile platforms, ensuring usability and brand consistency.
- Collaborated with cross-functional teams to deliver end-to-end design solutions under tight timelines.
- Built early experience translating complex business requirements into user-centered digital products.