

PRANESH RAJ S

User Experience Designer | Business Analyst

I'm a UX Designer and Business Analyst with 4+ years of experience creating user-centric digital products across Ed-tech, healthcare and cosmetic domains. I specialize in bridging design and business by gathering requirements, analysing workflows and translating insights into intuitive product experiences. My expertise includes UX research, wireframe and building detailed BRDs, FRDs, and PRDs for cross-functional teams. I am passionate about solving complex problems, improving product performance, and mentoring aspiring designers to build impactful digital solutions.

Work Experience

Senior UX UI Designer & Mentor @ Web D School

NOV 2023 - OCT 2025

- Led end-to-end UX and BA functions for Web D School's platforms by converting business requirements and PRDs into user flows, wireframes and interaction models for the Ed-tech ecosystem.
- Enhanced the institute's digital presence by analysing process gaps and user needs to create scalable UI patterns and ensure consistent, user-friendly experiences across all platform touchpoints.
- Collaborated with cross-functional teams and conducted weekly training sessions and webinars to refine product requirements while mentoring next-generation designers.

Project Engineer @ Wipro

SEP 2021 - OCT 2023

- Worked across end-to-end UX and BA functions by gathering requirements, creating BRDs/FRDs/PRDs, analysing workflows, and designing user flows and wireframes for healthcare and cosmetic dashboards.
- Ensured cross-platform design consistency by translating business rules, process gaps, and research insights into scalable UI systems, design patterns, and detailed user stories.
- Collaborated with stakeholders, product owners, developers, and QA teams to refine requirements, validate acceptance criteria, and deliver user-centric features aligned with project goals.

Education

Kongunadu College of Engineering and Technology

BE - ELECTRICAL AND ELECTRONICS ENGINEERING

AUGUST 2017 - JUNE 2021

SRV Matriculation Higher Secondary School

SCIENCE - MATHEMATICS

JUNE 2014 - MARCH 2017

Contact

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[Website](#)

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Skills

- User Research
- Product Management
- HCI
- User Psychology
- Interaction Design
- WCAG - Accessibility
- UX Writing
- Design Thinking Process
- Problem Solving
- User Testing
- Scrum and Agile Methodology
- Wireframe
- Prototype
- Business Analyst
- Data Visualization

Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Aero
- Sketch
- Spline
- Framer
- Miro
- Maze
- Balsamiq
- Just in mind
- SQL & Power BI
- Microsoft Excel
- AI Tools - DORA AI, Chatgpt, Gemini, Midjourney