

# PRASANNA SAMPATH

[prsam2001@gmail.com](mailto:prsam2001@gmail.com) | 437-799-2301  
[prasannaux.com](https://www.prasannaux.com) | [linkedin.com/in/p-sampath](https://www.linkedin.com/in/p-sampath)

---

## PROFILE

Enthusiastic and passionate designer. I bring experiences from human centered design, project management, and leadership to devise a strategy which produces effective business results while keeping user needs at the core.

---

## TECHNICAL SKILLS

- (Advanced) Figma, Sketch, Adobe XD, Design Thinking, User Interviews, Usability Tests, Web Design, Agile, LeanUX, Design Systems, Responsive Design
- (Intermediate) Adobe Creative Cloud, Blender, HTML, CSS, JS, Flutter

---

## EXPERIENCE

**Product Designer** Oct 2024 - Present  
**AOLCC, Toronto**

- Simplify digital onboarding for non-native english speakers by designing multilingual interfaces and visual workflows, reducing setup time for students with low tech literacy.
- Advocate for inclusive design by conducting ongoing user feedback sessions to identify pain points, contributing to a 30% reduction in support requests related to portal navigation.

**UX Designer** Aug 2023 - July 2024  
**Stocate, Montreal**

- Collaborated with a dynamic team focused on enhancing sustainable shopping experiences.
- Contributed to creating a more intuitive and engaging user experience, empowering shoppers to discover and support local, eco-friendly, and fair-trade stores through the Stocate platform.
- Developed and maintained a comprehensive design system with reusable components to ensure consistency across the platform.

**Associate - UX Designer** Aug 2022 - Oct 2022  
**Deloitte, Mumbai**

- Collaborated with a cross-functional team of developers and designers to build a user-centric portal for claim filing, enabling 10 million claimants to file claims on the first day of launch.
- Conducted user research and created user flows for a document management system which is used to store confidential documents. The onboarding process is made simpler resulting in an increased efficiency.

**Digital Designer** May 2020 - Jul 2022  
**DCirrus, New Delhi**

- Designed user interfaces for enterprise software, creating user flows, wireframes, and prototypes to align with client requirements.
- Collaborated with the tech team to redesign the website using Wordpress, increasing traffic by 40% and page views by 70%.
- Conducted product demos and usability studies, gathering client feedback to improve software functionality and user satisfaction.

---

## EDUCATION

**Information Technology Project Management** Sep 2023 - Apr 2024  
Conestoga College, Waterloo GPA 3.61/4 | Dean's list

**Interactive Media Management - Interaction Design** Jan 2023 - Aug 2023  
Conestoga College, Kitchener GPA 3.69/4 | Dean's list

**Bachelor's in Business Administration** Aug 2018 - May 2021  
IITM - Indraprastha University, New Delhi GPA 8.2/10 | Distinction

---

## VOLUNTEERING

- As a volunteer for Lotus Meditation in Kitchener, I dedicated my expertise as a web designer to revamp their digital presence designing their website, ensuring a seamless and tranquil online space reflective of their meditation practices.

---

## EXTRA CURRICULAR

- Perform and teach percussion instruments at local events in Toronto.
- Conduct music therapy sessions at elderly care centres to promote emotional well-being and provide comfort to patients.