

Pravar Prasad · Product Design Lead



I design systems that help people navigate complexity with confidence.

Hyderabad, India · Open to Onsite, Hybrid & Remote · India & Global

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Product Design Lead with **6+ years** designing digital products and experiences, including **3+ years leading product design**. At LinkedPhone, I partner directly with the founders, turning a fragmented B2B communications product into an AI-enabled platform across product, operations and growth. I work best where complexity is high and design carries strategic influence.

SELECTED IMPACT · 2021 - PRESENT

↑ **38%** conversion

Search rebuilt and A/B tested at 99acres

↓ **92%** tickets

Regulatory support workload reduced

500+ pages

Website rebuilt end to end, no dev dependency

0 to 1 AI product

Lisa shipped, now bundled in every plan

EXPERIENCE

LinkedPhone · Product Design Lead

Jul 2023 - Present

Partnered directly with the founders to transform a B2B communications platform serving 50,000+ North American SMBs into an AI-enabled product ecosystem, working across product, operations, growth and AI.

- **Lisa, AI receptionist** Led design end to end: onboarding and prompt flow, IA, interface, behaviour guardrails and character system. Inverted the call architecture so Lisa sits above Auto Attendant, and staged rollout from missed calls to all calls. [Live at](#) · [Case study](#)
- **Platform Redesign** Rebuilt the product from a fractured legacy interface: 20+ modules and 1,000+ screens across mobile, web, tablet and foldable. A tokenized design system and shared components kept every breakpoint consistent and scalable. [Live at](#)
- **Website Transformation** Redesigned and rebuilt a 500+ page legacy website on Framer, with new IA, interface, animation, SEO and CMS infrastructure. Cut engineering dependency by 98% and gave design ownership of publishing and growth. [Live at](#)
- **Auto Attendant** Reframed enterprise call routing from a configuration problem into a confidence problem, replacing node-based flow builders with progressive disclosure as a reusable pattern for simplifying complex workflows. [Live at](#)
- **10DLC Compliance** Turned a sudden telecom-regulation challenge into guided workflows, validation and AI-assisted review: 92% fewer support tickets and 150+ operational hours saved weekly.
- **Design leadership & ownership** Partnered with founders on brand design, product strategy, feature evaluation and roadmap direction. Led design from the ground up, hiring and mentoring designers and setting design, brand and product standards.

Info Edge India Ltd. (99acres) · UI/UX Designer

May 2021 - Jun 2023

- **Search & Discovery** Owned search on one of India's largest real estate marketplaces, 15M+ monthly users. Rebuilt the journey from search form to results around how buyers narrow intent. A/B tested: 38% higher conversion, 23% lower bounce.
- **99acres Revamp** Reimagined a foundation where every new function bolted onto patterns never built to scale, restructuring it around user intent. Built and user-tested the MVP that set 99acres' future scope.

EARLIER EXPERIENCE

Freelance Product & Brand Designer · Tony & Guy · Story Digital · Oright

Jun 2020 - Apr 2021

Product, website and brand systems spanning digital product as well as identity and campaign work.

Head of Creatives · Alcheringa, IIT Guwahati

Feb 2019 - May 2020

Led a 50+ member creative team across branding, space and experience design for a 120,000+ footfall festival.

Internships · Newzera (Product Designer) · Startoon Labs (Visual Designer) · Royal Enfield (Industrial Designer)

EDUCATION

Bachelors in Design (B.Des.) · Indian Institute of Technology, Guwahati

Jun 2017 - May 2021

Specialization: Human-Computer Interaction & User-Centered Design

SKILLS & EXPERTISE

Product Strategy · Product Discovery · Experimentation & A/B Testing · Systems Design · UX Architecture · Operational Design · AI Product Design
Information Architecture · Interaction Design · Visual Design · Design Systems · User Research · Usability Testing · Prototyping · Workflow Design
Human-Centered AI · Cross-Functional Collaboration · Design Leadership · Agent & Conversation Design · Prompt Flow Design · Figma · Framer