

Pratik Joshi

UX LEAD & PRODUCT DESIGNER

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ABOUT ME

Accomplished UX Lead and Product Designer with 17+ years of experience across both B2B and B2C digital products, including the last 9+ years focused on B2B SaaS - transforming complex workflows into intuitive, market-ready experiences. Proven ability to build and mentor high-performing design teams while shipping scalable design systems across fintech, BaaS, and SME platforms, alongside earlier consumer-facing work spanning fantasy sports, e-commerce, and healthtech. Deep expertise in end-to-end UX - from discovery research and wireframing to interaction design and developer handoff - consistently reducing design debt, accelerating delivery cycles, and elevating product quality metrics.

WORK EXPERIENCE

UX Consultant / Freelance Product Designer

Self-Employed | Remote | Apr 2026 – Present

- Partnered with fintech and SaaS clients to define UX strategy and design frameworks, delivering MVP-ready prototypes within 4–6 week engagement cycles.

UX Lead

CredAble | Fintech / BaaS | India | Nov 2022 – Mar 2026

- Architected and delivered the end-to-end UX/UI of CredAble's Loan Origination System (LOS) from zero to launch, reducing average case-processing time by ~35% and cutting operations-team error rates through streamlined task flows and contextual guidance.
- Spearheaded the Borrower Onboarding Flow redesign, simplifying a multi-step KYC and document-submission journey that reduced drop-off rates by ~28% and decreased average completion time from 22 min to 14 min.
- Co-led the UX strategy for the Loan Management System (LMS), empowering relationship managers to track and optimise borrower portfolios across 5+ lender verticals - improving task efficiency by ~30%.
- Built and managed a 4-person design team, instituting structured design-review rituals, a shared component library, and quality rubrics that reduced design-to-dev handoff friction by 40% across 3 product lines.
- Championed accessibility standards (WCAG 2.1 AA) across all product surfaces, ensuring compliance ahead of regulatory deadlines.

Senior UX/UI Designer

CredAble | Fintech / BaaS | India | Apr 2021 – Nov 2022

- Conceptualised and delivered UpScale - a full-suite SME product covering invoicing, payments, banking, and commercial loans - across desktop web, iOS, and Android, reaching 10,000+ SME users within 6 months of launch.
- Created UpScale's core brand identity (logo, typography, colour system, iconography), establishing a consistent visual language adopted across 4 marketing channels.
- Defined the product design architecture for CredAble's Banking-as-a-Service (BaaS) platform, enabling API-first integrations with 3 major banking partners and accelerating go-to-market by an estimated 2 quarters.

UI/UX Designer

CredAble | Fintech / BaaS | India | Apr 2017 – Apr 2021

- Collaborated directly with the CEO and CPO to conceptualise and ship Supplier and Dealer Financing solutions from scratch in under 4 months, establishing the design foundation for CredAble's core lending portfolio that went on to process ₹500 Cr+ in transactions.
- Founded and standardised CredAble's comprehensive Design System - covering UI components, email templates, and marketing assets - reducing design inconsistencies by ~60% and trimming new-feature design time by 25%.
- Led the creative vision and visual architecture for CredAble's public-facing website redesign, improving brand perception scores in post-launch user surveys.

UI Designer

Ocare | Healthtech | Dec 2016 – Mar 2017

- Overhauled the core UI infrastructure and executed a full website redesign that cut average page-load time by ~30%, lifted mobile usability scores by 22%, and reduced reported navigation errors by more than half.
- Designed the Dental Insurance Application UX and built a proprietary 80+ asset illustration library, subsequently adopted across all digital product and marketing touchpoints.

Freelance UI/UX Designer

Self-Employed | Apr 2015 – Nov 2016

- Delivered user journeys, sitemaps, interactive prototypes, and high-fidelity UI designs for 4+ prominent brands - CashE, Lighthouse Funds, Nature Valley, and Parle - meeting all agreed milestones.
- Embedded with cross-functional product and engineering squads across 4 client engagements to surface and resolve design-dev ambiguities early, achieving 100% on-time delivery across 8+ shipped product surfaces.

Art Director

Antfarm Incubator | Nov 2013 – Mar 2015

- Architected the end-to-end UX/UI framework for Stylista.com, mapping 12+ responsive web and mobile shopping journeys that streamlined the checkout flow from 7 steps to 4, improving add-to-cart conversion and reducing customer-support queries by ~25%.
- Managed and mentored 3 junior designers - setting weekly review cadences and growth goals - while maintaining strong collaboration with engineering and product teams.
- Developed the proprietary web layout and design system for ClickZoot, establishing reusable component patterns that accelerated feature delivery.

UI Designer

FoxyMoron (Digital Agency) | Mar 2013 – Sep 2013

- Produced 20+ premium web interfaces and strategic social media assets for 10+ campaigns across L'Oréal Paris, Travel N Living, and other tier-1 brands - delivering every project within client SLAs and earning repeat briefs on 3 accounts.

UI Designer

Dream11 (Fantasy Sports Platform) | Apr 2010 – Feb 2013

- Shaped Dream11's early visual identity by crafting high-converting landing pages and game UIs for its core cricket fantasy experience, directly supporting user-acquisition growth as the platform scaled from startup to India's #1 fantasy sports platform with 1 Mn+ registered users.
- Elevated the website UX and designed sub-game interfaces for premium sports and consumer brands - Adidas, Citibank, Mumbai Indians, Berger Paints, and Mirinda - across 15+ brand campaigns.
- Created the corporate brand logo for Clover Media (Dream11's parent company), establishing the visual foundation for the group's identity.

Technical Assistant

MJTC-MAAC Junior Toon Club | May 2009 – Apr 2010

- Produced digital web layouts and print media assets serving a 200+ student cohort, while co-authoring 5+ digital curriculum modules that reduced instructor preparation time by ~30% each term.

Designer

Creative Mantra (Design Agency) | Nov 2008 – May 2009

- Delivered design solutions across web, print, and digital for multiple agency clients; spearheaded a full rebrand and website overhaul for Leopold Cafe - a 145-year-old Mumbai landmark - modernising its online presence and driving a ~40% increase in digital footfall within 3 months of relaunch.

EDUCATION

Bachelor of Fine Arts / Diploma in Classical 2D Animation

CATS Animation Institute, Mumbai | 2006

Art Foundation Diploma

L. S. Raheja School of Art, Mumbai | 2005 – 2006

High School

R. F. Naik Vidhyalaya, Navi Mumbai | 2004 – 2005

PROFICIENCIES

Technical Skills: Design Audit, Product Strategy, UX Research, Prototyping, Usability Testing, Interaction Design, Design Systems, UI Design, Competitive & Heuristic Analysis, Journey Mapping, Accessibility (WCAG), Persona Development, Data Analytics, UX Storytelling

Software & Tools: Figma, Sketch, Google Analytics, Maze, Miro, ClickUp, Adobe Creative Suite, Framer, Notion, Jira

Methodologies: Agile, Stakeholder Alignment, Scrum, Cross-Functional Collaboration, B2B & B2C SaaS, Web Analytics, Design Thinking

Soft Skills: Collaboration & Leadership, Problem Solving

CERTIFICATIONS

- HFI - AI for Human-Centered Design
- Certified Usability Analyst (CUA) - Human Factors International
- Google UX Design Certificate (Foundations) - Coursera, 2023
- Generative AI Mastermind - Outskill