

Prasanna Sampath

prsam2001@gmail.com | 437-799-2301
prasannaux.com | linkedin.com/in/p-sampath

Skills

- Design & Prototyping: Figma, Sketch, Adobe XD, InDesign, Design Systems, Responsive Design
 - Research & Analytics: User Interviews, Design Thinking, Usability Testing, Amplitude, Looker, Google Analytics, Hotjar, A/B Testing, Data Visualization, Qualitative Research, Quantitative Research
 - Technical: HTML, CSS, JS, Agile/Scrum, Relume.ai, UX Pilot
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Experience

Student Services Designer Oct 2024 - Present
AOLCC, Toronto | Full Time

- Work directly with students to identify pain points in study portals, translating insights into simplified user flows that reduce setup time for students with limited tech literacy.
- Advocate for inclusivity by embedding **WCAG 2.2** guidelines into the design system. Utilize **Amplitude** for quantitative data analysis to pinpoint specific navigation pain points, then validate design fixes through structured usability testing. These mixed methods have helped reduce navigation-related support by 30%.

Product Designer Aug 2023 - Jul 2024
Stocate, Remote - Montreal

- Collaborated with a dynamic team focused on enhancing sustainable shopping experiences.
- Led the end-to-end research initiative employing methods like contextual interviews for qualitative depth and survey analysis for quantitative validation of pain points for sustainable shoppers and store owners.
- Designed and launched an admin dashboard using **Figma** to streamline product and order management, directly addressing user needs from research and slashing average product setup time by 50%.

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 2021 - Jul 2022
DCirrus, New Delhi

- Designed user interfaces for SaaS products from concept to launch, using **Adobe XD** to build wireframes and interactive prototypes that aligned with client goals and technical constraints.
- Analyzed website performance metrics to guide a data-informed redesign. Collaborated with developers on a **WordPress** implementation that drove a 40% increase in traffic and a 70% surge in page views.

Retail Design Intern Jan 2019 - 1 mo
Big Bazaar, New Delhi

- Observed and participated in strategic store layout redesign during a high-impact sales event and gained practical insights into the synergy between spatial design and consumer behavior resulting in rapid product sales and significant profit growth.
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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

Projects

- Co-founded a freelance initiative to help small businesses build their online presence, prioritizing education and collaboration over profit.
 - Designed and launched [Lotus Meditation](#), a meditation hosting website that increased their reach by 60%.
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Volunteer

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