

Prasanna Sampath

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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

UX/UI Designer Oct 2024 - Present

AOLCC, Toronto | Full Time

- Simplify study portals for non-native english speakers by designing multilingual interfaces and visual workflows, reducing 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%.

Creative Designer

Jan 2025 - Present

2BSeen, Remote | Freelance

- Launched a **Passion project initiative** to help small businesses build their online presence; currently redesigning a [psychotherapy](#) website into an intuitive experience to improve engagement and conversions.
- Building digital presence for a holistic wellness practice using **Relume.ai**, translating complex services into an intuitive interface to reduce cognitive load and increase online booking conversion rates.
- Designed and launched a comprehensive brand identity and responsive Wix website for a fusion [restaurant](#), resulting in a fully booked reservation system on their inaugural day.

Product Designer

Aug 2023 - 1 mo

Stocate, Remote - Montreal | Co-op

- 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%.

Digital Designer

Oct 2021 - Mar 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

Conestoga College, Waterloo

Sep 2023 - Apr 2024

GPA 3.61/4 | Dean's list

Interactive Media Management - Interaction Design

Conestoga College, Kitchener

Jan 2023 - Aug 2023

GPA 3.69/4 | Dean's list

Bachelor's in Business Administration

IITM - Indraprastha University, New Delhi

Aug 2018 - May 2021

GPA 8.2/10 | Distinction

Volunteer

- Perform percussion instruments at local meditation events and facilitate music therapy sessions at elderly care centers to promote emotional well-being and community engagement.
- Designed and launched [Lotus Meditation](#), a meditation hosting website that increased their reach by 60% as more people started signing up for their events.