Rashmi Prabhu

Lead Product Designer | Lead UX Designer

Growth, B2C, AI & Enterprise SaaS · AI-Native Design

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SUMMARY

AI-native Lead UX Designer with 11+ years in design and 6+ in product and UX, building growth, B2C, AI and enterprise SaaS products. Pairs research and rapid experimentation with an AI workflow (Claude Design, Claude Code, Vercel, Figma Make) to ship 2–3X faster, driving results like +52% visitor-to-lead and 2X subscription targets.

SKILLS

Product Strategy **UX Strategy** **User Research** **Usability Testing** **Information Architecture**
Interaction Design **Design Systems** **A/B Testing** **Conversion Optimization** **AI Prototyping**
AI/LLM Experiences **Claude Design** **Claude Code** **Figma Make** **Vercel** **Figma** **Mixpanel**
Microsoft Clarity **Design Leadership** **Mentoring**

EXPERIENCE

Lead UX Designer (Super IC)

Great Learning

Oct 2024 – Present • Bengaluru, India

- AI-native workflow: Built a complete AI design setup — AI-assisted research, systems in Claude Design, working prototypes in Claude Code, Vercel and Figma Make — delivering designs 2–3X faster.
- Program launch: Led UX for the AI-Native Professional Program — program page, brochure, referral and webinar funnels; 272 enrolments and $182K revenue in 5 months.
- Conversion: AI-assisted heatmap analysis led to a first-fold redesign (+62% V2L) and a social-proof variant (2.6X scroll retention); self-checkout drove 20.5% of enrolments.
- Subscriptions: Launched Pro with a free trial (180 vs. 100 target); Pro+ hero repositioning lifted sign-ups 32%; upsell and 6-month plans beat targets by 2X.
- Monetization: Designed certificate purchase flows generating INR 1.17 Cr from 36K paid certificates.
- Discovery and onboarding: A university filter lifted leads 30% and revenue 32.8%; new Apple and Google sign-up raised iOS conversion ~34%.
- AI-built tooling: Built a Google AI Overview rank tracker with Claude Code in 3 hours, growing keyword coverage 2.2X.
- Systems and team: Created the website design system in Claude Design; mentored 2 designers and ran ~6 hiring interviews.

Senior UX Designer

Great Learning

Nov 2022 – Oct 2024 • Bengaluru, India

- Enterprise platform: Co-led research with 16 users and designed Ninja, an operations platform for ~400 program managers, with a 360° learner view and automated follow-ups, lifting program manager output ~16.7% (~INR 5 Cr immediate impact).
- Homepage redesign: A/B-tested redesign lifted V2L 52% and enrolments 34%, adding ~INR 1.5 Cr in revenue.
- AI chatbot: Designed a ChatGPT-powered AI chatbot (LLM conversational UX) converting 36–37.5% of chats to leads, 4X the legacy tool.
- Experimentation: Ran 30 landing-page A/B tests (V2L up to +32%); a new program-page template lifted V2L 25–33% on 3 of 4 flagship programs.

UI/UX Designer

Great Learning

Jul 2021 – Nov 2022 • Bengaluru, India

- Application flow: A one-question-at-a-time redesign lifted lead-to-application 50% and lead-to-marketing-application 70%.
- Landing pages: Ran ~15 A/B experiments; a messaging-led redesign lifted V2L 22% and halved cost per lead.
- Community: Wrote Medium articles for the Great Learning Design blog on form and landing-page design.

Assistant Manager, Graphic Design · Graphic Designer

Great Learning

May 2018 – Jul 2021 • Bengaluru, India

- Brand collaterals: Designed Great Learning's brand and marketing collaterals end to end, including program brochures and campaign assets.
- Performance ads: Designed high-performing ads for Instagram, Facebook and LinkedIn campaigns; promoted to Assistant Manager in 2020.

Illustrator

SiyaWoman

Nov 2015 – Jan 2018 • Bengaluru, India

- Created 400+ editorial and 120+ social media illustrations for a women's storytelling platform.

EDUCATION

Professional Diploma in Art and Design (Master's Equivalent, 2-Year Full-Time)

Srishti Institute of Art, Design and Technology, Bengaluru

2013 – 2015 • Design and Applied Arts

Bachelor of Engineering (B.E.), Information Technology

Visvesvaraya Technological University

2008 – 2012

CERTIFICATIONS

Foundations of User Experience (UX) Design — Google · Professional Bootcamp in UI/UX Experience Design · The Ultimate Guide to Visual Perception and Design · Coursera (2025): three courses on AI prompting

LANGUAGES

English, Hindi, Kannada, Konkani