

# Neelakantam Shiva Ram Prasad

Product Designer

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## PROFESSIONAL SUMMARY

Product Designer with end-to-end ownership across discovery, UX strategy, design systems, and visual design. Experienced in mobile and web product design — from 0-to-1 briefs through to Figma handoff. Google UX Design certified.

## SKILLS

**Product Design:** End-to-End Product Design, Design Thinking, UX Strategy, Product Roadmap Input, Feature Scoping, 0-to-1 Product Design

**Design Systems:** Primitive + Semantic Token Architecture, Component Libraries, Auto Layout, Variants, Figma Variables, Handoff

**UX:** User Research, Personas, IA, Journey Mapping, Usability Testing, Wireframing, Prototyping

**Tools:** Figma, Framer, FigJam, Notion

**Technical:** HTML, CSS, Basic React

## PROJECTS

### FlowFund — iOS Personal Finance App for Freelancers

Product Designer | Figma | iOS | 2 Weeks

- Owned complete 0-to-1 product design: brief → user research → persona development → problem framing → IA → flows → visual design → handoff.
- Defined product north star: reduce spending anxiety, not track spending — this single decision shaped every feature included and excluded.
- Developed primary persona Priya Menon (freelance designer, 27, irregular income) as the anchor for all product decisions.
- Invented Flow Score + Safe-to-Spend engine as core product innovation — replaces traditional budgets with one actionable number tailored to irregular income.
- Delivered 30+ dark-mode screens across 5 user flows: onboarding, home, activity, goals, and Money Pulse insights.
- Made deliberate product decisions: no budget categories, no split-view, mobile-first dark mode only — scope matched to persona's actual needs.
- Delivered annotated Figma prototype and complete handoff documentation.

### StreakShield — iOS Habit Tracker

Product Designer | Figma | iOS | 2 Weeks

- Owned full product design from concept to delivery: UX strategy, visual system, component library, and 27+ screen Figma prototype.
- Introduced ember metaphor as core product differentiator — habits glow, then dim on missed days, then recover; never reset to zero.
- Made intentional product scoping decision: max 3 active habits enforced by design. Depth over breadth — no gamification, no leaderboards.
- Designed miss-day recovery screen as the product's most critical emotional touchpoint — 3-step guided re-engagement flow.
- Built two complete visual systems: dark mode (ember orange #FF6B35) and light mode (warm cream, botanical aesthetic).
- Delivered full UX sitemap, user flow diagrams, 27+ annotated screens, and Figma prototype.

### HumAIns — AI Hiring Platform

Product Designer | Figma | Web | 2 Weeks

- Led end-to-end product design for B2B SaaS landing page targeting VP-of-Talent-Acquisition buyer persona.
- Developed outcome-first product messaging strategy: hero line 'The interview is over. You already know.' — converts before feature list is reached.
- Defined product narrative arc: problem validation → capability proof → social proof → CTA — each section earns permission for the next.
- Built full Figma design system: Foundations (tokens), Components, Screens pages; Display 2XL → Caption text scale.
- Designed 'Before Zai vs With Zai' comparison as primary conversion mechanism — 6 pain points mapped to 6 capability proof points.
- Delivered full 1280px homepage prototype with carousel states, hover interactions, and CTA button states.

### Brainstrata — Student Learning Dashboard

Product Designer | Figma | Web | 2 Weeks

- Led end-to-end product design for AI-powered student learning dashboard for Class 10 students.
- Solved core product problem: students don't have a studying problem — they have a progress visibility problem. All design decisions rooted in this framing.
- Defined product hierarchy through content priority mapping: Resume Learning → Stats → Courses → Plan — 3-second scannability target.
- Made key product decision: sidebar collapsed by default across 9 modules. Feature discovery sacrificed for dashboard clarity.
- Built full component library: course cards, stat tiles, sidebar nav (icon-width collapsed), flashcard preview, AI assistant chip.
- Delivered 1440px Figma prototype with Figma Variables, hover states, sidebar transitions, and full component documentation.

## **EDUCATION**

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B.E. Electronics and Communication Engineering | Methodist College of Engineering and Technology, Hyderabad | 2021–2025  
Google UX Design Professional Certificate — Coursera

## **ACHIEVEMENT**

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3rd Place — Humanity Founders AI Counsellor Hackathon 2025