

# R. PRAVEENDAS

Design Leader · Business Problem Solver · AI Experience Specialist

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## PROFILE

Design Leader with 10 years turning complex business problems into human-centered digital experiences across 9 industries. I bring the lens of a business strategist, user researcher, and technologist into every engagement — from requirement scoping to stakeholder buy-in to post-launch impact. *Trained in Solutioning for new business opportunities.*

10+

YEARS EXP

10+

PROJECTS

9+

INDUSTRIES

3x

ROLES OWNED

## EXPERIENCE

### Accenture

2024 – Present · 1+ Year

*UX Engineering Specialist — Team Lead & Mentor · Enterprise · AI · Design Systems*

- Led 5 strategic UI/UX initiatives — Agentic AI workflows, theme transitions (VMS, CIE), CMS redesigns, and SynOps 2.0 — delivered on time with full stakeholder alignment.
- Designed the CIE Agentic AI model from a blank canvas: mapped multi-agent orchestration into usable UX flows, designed complete journeys in light & dark themes, and validated prototype with senior stakeholders.
- Independently delivered ~5 SynOps 2.0 modules end-to-end (Taxonomy, BAT Metrics, SDL Flow, Reports, Huddles) — from BA requirement gathering through UI design to business presentations.
- Pioneered Figma Variables & Tokens adoption; built scalable design systems enabling rapid theme transitions across hundreds of screens and reducing design-to-dev handoff time.
- Mentored 4 designers and interns — design reviews, onboarding walkthroughs, best-practice coaching; delivered Figma Make research presentations to senior SynOps leadership.
- Contributed to high-priority “Partners in Performance” proposal; consistently available beyond working hours when project timelines required.

★ Recognized for Innovation, Leadership & Mentorship

### Whirldata

2020 – 2024 · 4 Years

*Product Designer, Flutter Developer & Project Manager · Multi-Industry · Full-Stack*

- Delivered end-to-end UX/UI for 9 projects across 8 industries — acted as sole designer, developer, and project manager across multiple concurrent engagements.
- Secured VC funding for TAAP mental health platform — researched ~100 therapists, designed 2 web apps + 1 mobile app, and presented a research-backed pitch that convinced investors.
- Built the entire Outlive suicide-prevention app (Government of India) solo in Flutter — Android + Web; served simultaneously as UX consultant, developer, and project lead.
- Engineered 80% time reduction on E-shell Generator for pharma statisticians — decomposed problem into 7 statements, reduced a 30–40 min manual process to minutes.
- Led 6-member Sobé Decor team as Project Manager + Sole UX/UI Designer; achieved 114% customer growth and 295% order volume surge post-launch.

★ Project Manager · Web & App Developer · Sole UX/UI Designer — 9 Projects, 4 Years

### McKinsey & Company

2016 – 2020 · 4.2 Years

*Senior Business Presentation Specialist · Global Strategy · Germany Team*

- Rapidly promoted to Senior BPS — crafted executive-grade strategic presentations for McKinsey’s global consulting engagements including the Germany team.
- Built foundational business strategy and C-suite communication skills that directly inform a business-problem-first design approach.

★ Best of Best Award — 2017

## KEY PROJECTS & IMPACT

<b>Agentic AI — CIE (Accenture)</b>	First-of-its-kind Agentic AI UX. Multi-agent orchestration interface making AI transparent to non-technical users. Dual-theme prototype validated by senior stakeholders.
<b>SynOps 2.0 (Accenture)</b>	5+ enterprise modules end-to-end. AI Companion flow with contextual insights in TL Dashboard. Team Lead across 4 designers. Figma Variables design system at enterprise scale.
<b>Sobé Decor (Whirldata)</b>	114% customer growth · 295% order volume post-launch. In-store discovery digitized as interactive quiz. Led 6-member team as sole designer + PM. Live: sobedecor.com
<b>TAAP Mental Health (Whirldata)</b>	2 web apps + 1 mobile app for therapist-client communication. ~100 therapist interviews. Research-backed VC pitch secured funding. Solo Flutter developer.
<b>Outlive — Gov. of India (Whirldata)</b>	Suicide prevention app commissioned by Indian Government. Built Android + Web solo in Flutter. UX consultant with India's leading design firm. Live: com.quicksand.outlive
<b>E-shell Generator (Whirldata)</b>	80% time reduction for pharma statisticians. 7 problem statements before designing. Reduced 30–40 min process to minutes through research-led UX.

## SKILLS & EXPERTISE

<b>Business Strategy</b>	Solutioning for New Opportunities · Stakeholder Management · Business Requirement Translation · Proposal Writing · VC Pitch Presentations
<b>UX Research</b>	Qualitative & Field Research · User Journey Mapping · Problem Statement Formulation · Usability Testing (Maze) · Information Architecture
<b>UI &amp; Design Systems</b>	Figma (Expert) · Adobe XD · Figma Variables & Tokens · Design System Architecture · Light/Dark Themes · Accessibility (WCAG)
<b>AI &amp; Innovation</b>	Agentic AI UX Design · AI Workflow Translation · Claude AI · ChatGPT · Figma Make · AI Value Mapping · Rapid AI Prototyping
<b>Development</b>	Flutter · Dart · Android & Web App Delivery · Design-to-Dev Handoff
<b>Leadership</b>	Team Lead (4+ Designers) · Mentoring & Coaching · Cross-Functional Collaboration · Project Management

## EDUCATION

### B.E — Electrical & Electronics Engineering

2016

SCSVMV University, Kanchipuram · CGPA 8.9