

Praveen Manchi

UX/UI Designer | Product Designer

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User-centric Product/UX/UI Designer with ~8+ years of experience leading end-to-end UX/UI design for web, mobile, HCI, HMI and GenAI enterprise platforms for B2B & B2C in AI/ML, OTT, renewable, defence, aviation, automotive. Expert in integrating AI-driven workflows to accelerate design-to-production cycles and scale complex design systems.

Work Experience

HCL tech

Nov 2025 - Present

Lead Product Designer - Enterprise Design System & AI

- Led the enterprise design system strategy for a multi-brand retail organization (5+ brands) serving 2M+ daily visits and supporting a \$15.1B+ revenue business, enabling highly consistent and globally scalable cross-brand user experiences.
- Architecture-defined the long-term vision and multi-brand foundation using Atomic Design principles, multi-tier Figma variables, and cross-platform brand-specific design.
- Developed custom [Figma plugin](#) utilizing REST APIs and established MCP servers to feed Variables directly into codebase with code connect feature for component generations.
- Accelerated the design-to-production lifecycle by reducing 90% through automated AIFigma-to-Storybook CI/CD, shortening end-to-end delivery components.
- Partnered closely with frontend engineering to enforce Figma Code Connect, ensuring perfect parity between figma and production code while maintaining strict compliance with WCAG accessibility standards.

Deloitte South Asia LLP

Jul 2022 - Mar 2025

Lead Product Designer (UX/UI)

- Led the Start-to-end design/product development of Deloitte's [CortexAI](#) suite applications (GenAI), consumed by 10K+ enterprise users accelerating weekly revenues by ~\$2M through intuitive asset marketplaces with cloud-native platforms enabling users to search, review, and purchase assets such as prompts, algorithms, databases and datasets with seamless integration on AWS, GCP and Azure.
- Established scalable design systems and reduced design-to-code cycle by 50% and New clients onboarding time by more than 70%.
- Conducted in-depth UX research, heuristic evaluations and 100+ usability testing to refine GenAI experiences and boosted task completion by 65% (less than ~48 seconds for task) and elevating user satisfaction scores by 85%.
- Actively contributed to cross-functional Agile teams, managing timelines, mentoring junior designers, and aligning design strategies with business objectives.

Tata Elxsi

Dec 2020 - Jun 2022

Senior UX/UI Designer

- Delivered UX/UI solutions across domains including renewable energy, automotive, defence and aviation by focusing on both mobile and enterprise-grade web platforms.
- Improved UX for 2 major OTT in India with 47.9M users to increase user engagement, with improvements increasing retention by 0.3%, engagement by 6%, and reducing error clicks by 20%. Played a key role as an individual contributor for 25+ digital solutions across renewable energy, automotive, aviation consolidating UX impact across sectors. By leading, collaborating with developers, product managers, and stakeholders.
- Developed interactive, future-forward UI experiences using Blender and Unreal Engine for HMI and HCI applications.

WAFU Technologies Pvt. Ltd.

May 2018 - Dec 2020

UX/UI Designer

Assisted in the designing for mobile and web products, contributing to user interface design,

Technical Skills

Design Thinking
UX Strategy & Vision
UX design, Lean UX
Accessibility(A11y)(WCAG)
Interaction Design
Information Architecture
User-Centred Design
Personas, storybook.js
Journey Mapping
Wireframing
Usability Testing
Heuristic Evaluation
User Acceptance Testing
Design audit
Design System
Agile & Scrum
UX Writing / Microcopy
Microinteractions
Design Ops
Product Thinking
User Research
Systems Thinking
Data Interpretation
HTML/CSS/JS
React, Next.js

Technical Tools

Figma , Adobe XD
Sketch, Zeplin
InVision , Miro
creative cloud(CC)
Mural , Maze,
fullstory,
zeroheight,
Blender
Illustrator , Hotjar
Jira & Confluence

Notable Accomplishments

- Created [UXAI](#), [Designboard.club](#), and [Iconartboard](#) self-initiated platforms for AI-powered UX support, UX/UI Self-learning web platform and free icon resources.
- Created 6+ custom [figma plugins](#) for automating the day to day task. For example for design-to-production simplification tool which can extract variables from figma files and push to repo for CI/CD - [Figma plugin](#)
- Led Deloitte's Cortex AI enterprise GenAI application from inception to generating multi-million-dollar weekly revenue and powering largest enterprise data ecosystems.
- Drove significant user engagement on India's two largest OTT platforms with 12M+ users & 4%+16% market share.
- Led the end-to-end product cycle of renewable energy applications that generating \$300M in quarterly revenue demonstrating strategic foresight for operations in wind energy.
- Recipient of 8 prestigious awards, including honors from two globally recognized industry leaders for innovation and outstanding contributions across multiple domains.

Technical Experience

- **User-First Principle:** My approach always prioritizes user needs and preferences. Leveraging Design Thinking and Lean UX methods, I empathize with users, define core problems, ideate creatively, prototype, and test iteratively.
- **End-to-End UX-Driven Design:** Lead complete design/product cycles from user research and empathy-building through ideation, prototyping (low & high-fidelity), to usability testing and iterative refinement. Skilled in creating user flows, wireframes, mockups, and interactive prototypes to solve complex problems and validate concepts.
- **User Research & Data-Led Decisions:** Plan and execute mixed-method user research (qualitative interviews, surveys, field studies), analyze quantitative metrics, and translate findings into design strategies. Skilled in usability testing, A/B testing, and heuristic evaluation to drive measurable improvements in engagement and success rates.
- **User Empathy & Human-Centered Design:** Apply User-Centered Design (UCD) to craft inclusive, need-based solutions using human psychology, behavioral insights, and empathy mapping to define problems and guide creative ideation.
- **Problem Solving & Ideation Workshops:** Facilitate collaborative ideation, design thinking, and whiteboard sessions with stakeholders and teams to develop innovative concepts aligned with user needs and business goals.
- **Prototyping & Rapid Iteration:** Build user journeys, wireframes, and interactive prototypes at varying fidelities using tools like Figma, Adobe XD, and Maze. Continuously test and refine solutions based on feedback loops and analytics.
- **Usability Testing & Continuous Validation:** Conduct usability tests, A/B experiments, heuristic reviews, and user acceptance testing (UAT). Leverage qualitative and quantitative data to refine UI/UX, improve task flows, and drive engagement.
- **Visual & Interaction Design Excellence:** Craft intuitive, visually appealing interfaces with a focus on accessibility (WCAG) responsive design, and sound information architecture. Apply strong visual principles including layout, typography, and color theory.
- **Design Systems & Scalable UI Libraries:** Create and maintain comprehensive design systems, reusable UI components, and documentation that ensure design consistency and speed across teams and platforms.
- **Cross-Functional & Agile Collaboration:** Work closely with product managers, developers, and QA teams in Agile/Scrum environments—participating in planning, UX sprints, backlog grooming, design reviews, and implementation walkthroughs.
- **UX Research Leadership & Scalable Strategy:** Lead UX research initiatives, define research roadmaps, align insights to product vision, and manage iterative testing cycles across enterprise products and features.

- **Implementation & QA Support:** Collaborate with engineers to translate designs into production, ensuring feasibility, quality control, and responsiveness. Conduct design audits and review implementation against specs.
- **Proficient Toolset Expertise:** Proficient in design and collaboration tools including Figma, Sketch, Adobe XD, Zeplin, InVision, Miro, Mural, Photoshop, Illustrator, After Effects, Blender, Maze, and UXPin. Familiarity with AI-enhanced features like Adobe Sensei and Figma's smart layout tools.
- **Emerging Technology & Specializations:** Explore and apply future-facing skills in voice/UI, AR/VR/XR, conversational design, and AI/ML integration. Foundational front-end skills (HTML, CSS, JavaScript, React, Nextjs, bootstrap, tailwindCSS) enhance cross-team alignment and design fidelity.

Education:

Bapatla Engineering College	B.tech - EEE	6.05 CGPA	2014 -2018
Sasi Junior College	Intermediate MPC (10+2)	90.9%	2012 -2014
Sri chaitanya school	10 (High School)	8.2GPA	2012