GYAN PRAKASH

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PROFESSIONAL SUMMARY

6 years designing enterprise software for AgriTech IoT and B2B Supply Chain, where a bad design decision has a real operational cost. Specialist in Data Visualization and Design Systems for complex, data-heavy products. My Automobile Engineering background means I read technical constraints the way most designers read Figma files. Most recently: reduced support tickets at Fasal by 80% through self-serve workflow redesign.

PROFESSIONAL EXPERIENCES

1. **Fasal.co, IoT, SaaS**   Bengaluru
   Senior Product Designer   Aug 2022 - Present

- **Product Strategy & Business Growth:** Led end-to-end UX strategy for precision agriculture tools, achieving **15%** growth in DAU and **10%** increase in premium feature adoption.

- **Data Visualization & IoT:** Redesigned the core Sensor Dashboard to make telemetry data (humidity, soil moisture) readable for non-technical farmers. Reduced decision-making time by **40%.**

- **Design Systems & Scalability:** Architected and maintained a scalable design system supporting 3 product verticals. Standardized components across Web and Mobile, reducing design-to-development handoff time by **35%** and cutting release time by **2 weeks per cycle.**

- **Operational Efficiency:** Optimized design operations by introducing AI-augmented prototyping workflows, cutting iteration cycles by **50%**. Mentored 3 junior designers on data-driven design and AI literacy.

2. **BazaarNXT | B2B Supply Chain &**   Bengaluru
   Logistics Platform   March 2021 - July 2022
   Product Designer

- **End-to-End Product Execution:** Designed and launched the BazaarNXT mobile app (Android/iOS) and internal merchandising & pricing tools for BDEs. **10,000+** users onboarded within the first 3 months.

- **System Design & Efficiency:** Revamped three core web platforms (ProcureNXT, SellerNXT, PackNXT) under a Unified Design Language, cutting frontend development time by **50%.**

- **User Retention Strategy:** Redesigned key customer touchpoints based on behavioral analytics, achieving a **30%** increase in retention rate and a **50%** decrease in bounce rate across the e-commerce funnel.

- **Strategic Impact:** Designed high-fidelity, investor-facing product visions that helped secure Series A/Bridge funding by demonstrating product-market fit.

3. **Ucertify, Ed tech**   Noida
   Product Specialist   Feb 2020 - Feb 2021

- **User Research:** Conducted 50+ product demonstrations and client interviews, translating feedback into product recommendations that measurably improved user satisfaction.

- **Cross-functional Collaboration:** Worked with international teams to refine product positioning, directly supporting revenue growth through upselling initiatives.

SKILLS

- **Core Competencies:** B2B SaaS Architecture, Data Visualization, Complex System Design, IoT Experience (IoT), Information Architecture (IA), Service Design, Usability Testing.

- **Design Leadership:** Design Systems (Scalability), Product Strategy, Agile/Scrum Methodology, Technical Feasibility Assessment, Cross-functional Collaboration, ROI-Driven Design.

- **Tools:** Figma (Variables & Auto-layout), JIRA, Miro, Useberry, Notion, Zeplin.

EDUCATION

- Interaction Design Foundation **(TOP 10%)**   2020-2021
- B.Tech (AE) - Lovely Professional University   2016-2020