Prabakaran M

Product Designer

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Product designer with **2.5 years** shipping edtech and commerce products from research to launch. Founder of Avocado Studio, where **3 of 5 clients** returned for repeat work; previously UI/UX Designer at Trait Distinguished.

EXPERIENCE

Founder & Product Designer — Avocado Studio (Remote)

Apr 2026 – Present

Lead design for client products from research to developer handoff. Set the studio's creative direction, and hired and manage a team of **3 designers**.

- **Medzen Academy (EDTECH)** — 0→1 LMS and website for medical and research learners — Case study
  - **Led a 3-person team** to design course discovery, guided career paths and the lesson player, grounded in a 39-learner survey, 5 interviews and 4 competitor audits.
  - Put career outcomes and instructor credentials up front on the course page; trust went from a barrier for **41% of surveyed learners** to confident decisions for **all 9 testers**.
  - Rebuilt the lesson player as video-first with one tool open at a time after **44% of testers** found v1 distracting; **7 of 9 preferred** the redesign.
  - Built the brand, design tokens and component library, then used Claude Code to generate **50+ remaining screens** and the test prototype to that standard.
- **Origin (E-COMMERCE)** — 0→1 Gen Z fashion e-commerce platform — Case study
  - As the sole designer, owned end-to-end design to fix first-time buyer trust and shopping friction across **3 key screens**, from 5 interviews, 52 surveys and 3 competitor audits.
  - Tested 4 core shopping flows with **12 participants**: **all completed every task**, and the 3 friction points found led to iterations on the key screens.

UI/UX Designer — Trait Distinguished (Bangalore)

Jun 2024 – May 2026

Designed e-commerce and internal products and client websites, building design systems and turning requirements into developer-ready flows.

- **Buy.trait (E-COMMERCE)** — 0→1 platform for customised products
  - Designed the **MVP in 4 weeks** across web and mobile, covering discovery, customisation and checkout, and worked with developers through build to keep the design feasible.
- **Design Vault (PROJECT MANAGEMENT)** — Web app for event design teams
  - Took the app from information architecture to **final UI in 6 weeks**, building **40+ reusable components** and adapting the desktop-first design for mobile.
- **Client websites (FINTECH · EVENT MANAGEMENT)**
  - **Owned 3 client websites** end to end (Leoprime, PNO Experiences, Trait Distinguished) from mood board to sign-off, and designed 2 more under a senior designer.

*Freelance alongside this role: designed UI for **3 projects**, including a cloud-kitchen delivery app with customer and kitchen apps, where I led design calls with one other designer, and an internal communication tool.*

PROJECTS

Conversational AI assistant — Medzen Academy admin panel — Case study

Designed an AI-powered admin assistant, from product discovery and workflow definition to conversational UX and prototyping, so staff can query learner data in plain language and act on the insights.

Failed payment recovery — Feature concept for Google Pay — Case study

Self-initiated feature inside an existing product: researched what users face after a failed payment, framed the core frustration, and designed a recovery flow that guides them to the right next step.

EDUCATION

Advanced UI/UX Design — Aspira Design Institute, Chennai — Jul 2023 – Nov 2023

B.Sc. Computer Science — A. M. Jain College, Chennai — Jun 2020 – Jun 2023

SKILLS

Design	Interaction design, design systems, prototyping, visual design
Research	Interviews, surveys, usability testing, journey mapping, competitor audits
Product	Requirement scoping, PM and engineering collaboration, developer handoff
Tools	Figma, Framer, Maze
AI tools	Claude Code, Claude Design, ChatGPT, Perplexity