Prajnya Baliga

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SUMMARY

Senior Product Designer with almost 10 years of experience simplifying complexity at scale across B2B SaaS, AI, fintech and medical tech. Lead design for the AI side of WaveMaker's low-code platform, a finalist for Best AI Platform at The A.I. Awards 2026. Started as a no-code developer, so prototypes in HTML/CSS and React and works closely with engineering. Especially drawn to healthcare and AI, where interfaces have to earn trust and support informed decisions.

EXPERIENCE

Senior Product Designer & Researcher (Contract), WaveMaker May 2024 – Present | Remote

- Lead the design lifecycle from discovery to shipped for WaveMaker's low-code platform, setting quarterly roadmaps with product and engineering
- Lead design for WaveMaker AI, including AI chat and AI suggestions; the platform is a finalist for Best AI Platform, The A.I. Awards 2026
- Co-own the company-wide design system, defining tokens and component libraries in Figma
- Redesigned the legacy Studio interface into a modern UI
- Prototype interaction patterns in HTML/CSS and React to validate feasibility, cutting dev back-and-forth by 86%
- Facilitate design thinking workshops in Miro and FigJam with stakeholders across three time zones

Senior Product Designer & Researcher (Contract), Tangg App Sep 2024 – Mar 2025 | Remote

- Led end-to-end UX for a global remittance app; pitched and designed TanggCoins, a quest system that doubled transactions
- Ran remote usability tests with users in the Philippines and the US
- Lifted activation 37% through an onboarding redesign with marketing and product, validated with A/B tests
- Raised WCAG 2.1 compliance from about 50% to about 90% through cross-team workshops
- Built design-to-code workflows with engineering using Figma tokens and shared GitHub repos

Senior UX/UI Designer & Researcher (Contract), India Index Oct 2023 – Feb 2024 | Remote

- Led UX research and design for a B2B sourcing platform for US–India trade
- Tested prototypes with users, contributing to a 25% increase in engagement
- Aligned product vision with stakeholders and user needs

UX/UI Designer & Data Visualization Engineer, GrandVision (via Wise Analytics) Jul 2022 – May 2023

- Ran design sprints for analytics products under tight deadlines
- Turned stakeholder goals and user needs into design direction
- Validated designs through A/B tests and usability studies

No-Code Developer & UX/UI Designer (Contract), Flow of Work Co Oct 2021 – Jul 2022 | Remote

- Maintained the design library to keep the product consistent
- Worked with developers to resolve accessibility issues

No-Code Developer & UX/UI Designer (Contract), Design off the Boat Mar 2020 – Aug 2021 | Remote

- Ran design workshops with engineers and clients
- Did user research and built personas with the research lead
- Made wireframes, prototypes and user flows, and worked with developers so builds matched the designs

No-Code Developer, UX Designer & Project Manager, Techflux Mar 2017 – Mar 2020

- Ran ideation workshops with clients to define MVPs
- Managed delivery end to end, from requirements through development to QA before launch
- Mentored new team members on no-code tools

SKILLS

Design: Product strategy, Roadmapping, Interaction design, Design systems and tokens, Design ops, Systems mapping, Accessibility (WCAG 2.1)

Research: UX research, Usability testing (remote), A/B testing, Workshop facilitation

Prototyping: HTML/CSS, React, Figma, FigJam

Tools: Miro, Maze, Mixpanel, Google Analytics, Hotjar, Jira, Confluence

RECOGNITION

- Finalist, Best AI Platform, The A.I. Awards 2026 (Cloud Awards), as part of WaveMaker's AI platform team

PROJECTS

- **VITO:** a patient-owned unified health record that brings visits, tests and prescriptions from different providers into one timeline. Healthcare UX capstone, Maven. Prototyped in React.

CERTIFICATIONS

- Transition into UX for Healthcare, Maven (HXR Labs), 2026
- Google Project Management Professional Certificate, Coursera, 2024
- UI/UX Design Specialization, CalArts via Coursera, 2024

EDUCATION

- UX/UI Design, MIT Institute of Design, Pune, 2022 – 2023
- B.E. Computer Science and Engineering, GIT Belgaum, 2013 – 2017