



Prathamesh Patil

AI GENERALIST | DESIGN STRATEGIST

✉ pcpatil.design@gmail.com

☎ +1 (912)-484-7843

🌐 www.pcpatil.design

Design Leader and Innovator with 7+ years of experience in UX, Project Strategy, and Design Leadership. I orchestrate cross-functional collaboration, innovate by leveraging AI as enabler, & I bridge design and technology along with business. I excel in aligning stakeholders, designing sustainable frameworks, and delivering outcomes that AI Technology alone cannot achieve.

EDUCATION

Master of Arts [M.A] in Design Management - Savannah College of Art & Design [SCAD] | 2025 _____ 3.77 GPA

— Lead multiple SCADpro Projects with Finra, Microsoft and other clients.

Design Diploma in User Experience & User Centered Design - ImaginXP | 2019 _____ 7.7 / 10 DQ

— Involved in the Capstone Project as User Experience Designer for industry clients.

Bachelor's of Engineering in Information & Technology - University of Pune | 2020 _____ 3.05 GPA

— Active participant of Hackathons across various Universities as a Web-Designer/Developer.

WORK EXPERIENCE - 6+ Years INDIA

Principal User Experience Designer _____ Apr 2023 - Aug 2024

GS Lab | GAVS

Led end-to-end UX delivery for enterprise projects, elevating client trust & enabling new business opportunities.

- Engineered high-fidelity case studies/POCs that supported 11+ enterprise clients onboarding and retention.
- Facilitated design-thinking workshops, improving cross functional alignment and accelerating project delivery.

Associate Design Manager _____ Sept 2021 - Mar 2023

Perennial Systems

Managed team of designers while implementing scalable design processes aligned with business objectives.

- Established design standards that improved consistency and reduced delivery errors by more than 25%.
- Coached junior designers & raised overall design maturity of the firm, improving delivery timelines by 2X.

Sr. UI/UX Designer _____ Jan 2020 - Aug 2021

Pluto Ventures

Led design initiatives for product launches & GTM strategies along with engaging UX that drove adoption.

- Directed stakeholder interviews & user research, ensuring product features matched customer expectations.
- Conducted usability testing & design audits that informed product decisions & improved task success rates.

Jr. Web Designer/Developer _____ Nov 2017 - Dec 2019

P L V I Design Studios

Contributed to website design and front-end development projects, blending creativity with technical execution.

- Designed responsive & adaptive layouts along with visual elements aligned with client branding.
- Collaborated with developers and designers to deliver functional client-ready solutions.

TECHNICAL SKILLS

Design Softwares

JIRA & Confluence

User-Centered Design

Experience Design

AI Orchestration

Design Audit

Mixed Method Research

Generative AI Workflows

Prompt Engineering

Vibe Coding & Prototyping

User & Usability Testing

Change Management

PROFESSIONAL EXPERIENCE - UNITED STATES

Design Researcher/ Strategist

Jun 2025 - Nov 2025

SCAD Ask (Student Employment)

Support client-facing projects by driving research, data synthesis & strategic foresight to guide research direction.

- Led data analysis & synthesis, future-casting workshops to shape strategy & direction for client projects.
- Mentored designers on applying UXR methods and AI-assisted research tools to solve real-world challenges.

Project Manager

Mar 2025 - May 2025

Microsoft X SCADpro (Apprenticeship)

Orchestrated a cross-functional innovation sprint with Microsoft stakeholders & design team with diverse expertise.

- Scoped project objectives, timelines, and deliverables, coordinating efforts using agile methodology.
- Presented strategic design recommendations to executives, demonstrating scalability and business impact.

Experience Design Lead

Jan 2025 - Mar 2025

Finra X SCADpro (Apprenticeship)

Led design execution for a regulatory tech initiative, bridging user research with experience design outcomes.

- Directed user segmentation and AI-assisted prototyping to validate workflows and reduce design cycles.
- Conducted usability testing and delivered design recommendations that shaped Finra's product vision.

SOFT SKILLS

Leadership

Stakeholder Alignment

Business Acumen

Storytelling

Negotiation

Clear & Critical Thinking

Precise Articulation

People Management

Strategic Planning

Empathy

Adaptive Attitude

Open Minded

AI PROJECTS & EXPLORATIONS

- **Generative AI for Creative Workflows** – Applied tools like Midjourney, Runway, Suno, Perplexity, Gemini and ChatGPT to produce deep research, images, videos, and audio for rapid prototyping and storytelling.
- **Prompt Engineering & Frameworks** – Designed custom prompts and frameworks to improve AI output quality, optimize workflows, and explore vibe coding applications.
- **AI in Design Strategy** – Leveraged AI for user research synthesis, journey mapping, and decision-making frameworks to accelerate design processes.
- **AI-driven Product Experiments** – Built experimental prototypes integrating Gen AI into digital products, demonstrating potential business impact.

DESIGN MENTORSHIP

- **Mentor, ADP List** – Mentored emerging designers to navigate design landscape for over 2000 mins across 5 countries.
- **Workshop Facilitator, Rotary Rotaract Foundation** – Led hands-on UX introductory sessions for 100+ participants.
- **Guest Lecturer, Sinhagad Academy of Engineering** – Spoke on design careers and non-coding roles in tech industry.

INTERESTS & EXTRACURRICULARS



Sports



XR Enthusiast



Infotainment



Art



Gaming



Rotaract



Portfolio



LinkedIn



Medium