

KABI PRASAD MALLICK

Product Designer · UI/UX Design | Open to Remote & Relocation

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[Portfolio](#) | [LinkedIn](#) | [Behance](#)

Summary

Product Designer with 3.7 years of end-to-end experience shipping digital products across AI and EV mobility domains. Proven track record as a solo designer owning the full design lifecycle — from user research and information architecture to interaction design, component libraries, and developer handoff. Adept at translating complex system behaviors and ambiguous problem spaces into intuitive, accessible user experiences.

Experienced collaborating directly with founders and engineering teams in fast-paced, 0→1 startup environments to align design strategy with product and business goals.

Core Competencies

- **Product Design:** End-to-End Product Design, UX Strategy, Information Architecture, Interaction Design, Wireframing
- **UX Research:** User Interviews, Usability Testing, Problem Discovery, Affinity Mapping, Journey Mapping
- **UI & Systems:** Design Systems, Component Libraries, Design Tokens, Visual Design, Prototyping, Accessibility (WCAG)
- **Tools:** Figma, FigJam, Adobe Suite (Illustrator, Photoshop), After Effects, Framer, Maze, Notion
- **AI-Era Design:** Agentic UI Design, AI Product Flows, Prompt-Driven Interfaces, Midjourney, ChatGPT for UX
- **Collaboration:** Agile / Scrum, Developer Handoff, Cross-functional Communication, Stakeholder Presentations

Professional Experience

Product Designer

Magica.com (Formerly known as Galaxy.ai) | December 2025 - Present

- Lead end-to-end design of **AI-driven product features** — from problem discovery and user flows to high-fidelity UI and component handoff, ensuring complex AI functionalities are translated into intuitive, accessible experiences.
- Collaborate directly with founders and engineers to define **product strategy, feature prioritization**, and user journey architecture for agentic interfaces.
- Designed and maintain a scalable **design system and component library** in Figma, establishing design tokens and reusable patterns that ensure visual consistency and accelerate feature delivery across the product.
- Improved **information architecture and interaction design** of core product surfaces, reducing cognitive load on key user flows and enhancing overall user engagement.
- Simplified abstract AI behaviors into clear, human-centered UI patterns — defining interaction models for features with **no prior design precedent** in the market.

UI/UX Designer

Let's driEV | Oct 2022 - Sep 2025

- **Sole product designer** for 3 years, owning the full design lifecycle across the rider-facing mobile app, booking web platform, and operator admin dashboard — from discovery through developer handoff.

- Redesigned the **onboarding and booking flow**, reducing user drop-off by ~20–30% through iterative usability testing and targeted interaction design improvements validated across 10+ research sessions.
- Built the product's **component library and design system** in Figma from the ground up, improving design-to-development consistency and significantly reducing UI debt across the platform.
- Conducted **user interviews and usability testing** with riders and fleet operators to surface pain points in real-world EV logistics workflows; research insights directly shaped 3+ major feature releases.
- Simplified complex EV rental and logistics workflows into clear **information architecture** for mobile and web, contributing to a measurable reduction in user support queries post-launch.
- Partnered with founders and engineers in an **agile environment**, leading wireframing, prototyping, and cross-functional design reviews — ensuring design decisions were aligned with technical constraints and business goals.

Certifications

- **HTML & CSS** - Udemy
- **Using AI in the UX Design** - LinkedIn Learning
- **Sustainable UX Design** - LinkedIn Learning
- Ongoing practice in **UX research methods, accessibility standards (WCAG), and Motion design** (Self Directed).

Education

- **ICAT Design and Media College, Chennai** – PG in UI Design & Development | 2021 – 2022
- **Bhubaneswar College of Engineering** – B.Tech, Mechanical Engineering | 2016 – 2019
- **Bhadrak Engineering School & Technology** – Diploma, Mechanical Engineering | 2012 – 2015