KABI PRASAD MALLICK

Product Designer · UI/UX Design | Open to Remote & Relocation
(+91) 8908259927, 7873009728 | kabimallick1996@gmail.com
Portfolio | LinkedIN | Behance

Summary

Product Designer with 4 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

- **Shipped the first version of Magica's web and mobile apps**, an all-in-one AI platform for text, code, image and video generation. Owned the product end to end: user flows, high-fidelity UI, prototyping and engineering handoff.
- **Redesigned the core experience from model-first to conversation-first**: users start by describing a task instead of choosing models, filters and controls, and the product picks the capability. This removed the setup decisions that came before every task.
- **Building Magica's mobile-first design system from scratch in Figma**: foundations, reusable components, interaction states and AI-specific patterns. Now extending it to the new web app.
- **Designed the interaction states for AI responses**, including thinking and generating states, streamed results, and retry and error handling, so users always know what the model is doing.
- **Partnered with the CEO, product team and developers** to turn requirements into flows and review builds on web and mobile. Mentoring a design intern who contributes on top of the system.

UI/UX Designer
Let’s driEV | Oct 2022 - Sep 2025

- Sole product designer for 3 years, owning the full design lifecycle across the rider mobile app, the booking website and the operator admin dashboard, from discovery to developer handoff.

- **Replaced WhatsApp-based bookings with a campus EV scooter app** (Android & iOS) for university students and staff. The app shows live vehicle availability, battery percentage and estimated range before booking, which were the main reasons students hesitated.
- **Designed pre-book, a feature added in V2 after watching students use V1**: riders hold a future time slot by paying a small token, which converts into the ride automatically. I also designed the edge cases, including refunds and rebooking when no vehicle frees up.
- **Ran research on the ground**: station visits, interviews with students and the operations team, and analysis of WhatsApp message logs. This surfaced the four problems the product was built around: invisible availability, surprise low battery, peak-hour chaos and untrusted confirmations.
- **Designed the public booking website** for the rental model (daily, weekly, monthly plans). I mapped the site before designing screens, put pricing on the homepage, and cut booking to **4 steps where competitors used 8–12** by moving document upload to after booking.
- **Built the component library and design system in Figma from scratch**, shared across the app, website and admin dashboard, so all three products kept one consistent brand and UI.
- **Partnered with the founders and developers** on priorities and feasibility. I led wireframes, prototypes and design reviews, and reviewed builds before release.

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