

Pravin Raj

Product Designer · UX/UI Designer

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SUMMARY

Product and UX/UI designer with 11+ years across design, six of them focused on UX/UI and product design. Experience spans AI, healthcare, education and mobile products, covering the full process from research and workflow definition through interaction design, design systems, testing and implementation. Strongest on complex, information-heavy operational workflows with multiple stakeholders.

EXPERIENCE

UX/UI Designer — Nallas / Arivonix Technologies, Coimbatore Aug 2023 – Dec 2025

Worked on the Arivonix AI product through Nallas before moving with the product team.

- Owned end-to-end UX for the Arivonix AI platform: AI-assisted product creation, configurable guardrails, workflow pipelines, knowledge-graph experiences and white-label product workflows.
- Translated customer research and product requirements into user flows, wireframes, prototypes, high-fidelity interfaces and developer specifications.
- Built and maintained a scalable Figma design system with reusable components, variants and Auto Layout.
- Led a three-member UX team through design reviews, mentoring and work allocation, working with founders, product managers, developers, AI engineers and QA from problem definition to implementation.

UX/UI Designer — PSG Software Technologies, Coimbatore Feb 2022 – Aug 2023

- Redesigned a college admission counselling system across verification, eligibility, seat allocation, counselling and payment, contributing to a stakeholder-confirmed cut in admission processing time from 1–2 weeks to 3 days.
- Designed a doctors appointment product around booking, token availability, queue visibility and patient workflows.
- Identified usability issues in hospital dietary ordering and patient-switching workflows and improved them through testing-led iterations.
- Conducted research and delivered user flows, wireframes, prototypes, design systems and developer handoffs.

Visual Designer — Fireball Tech, Coimbatore Jan 2020 – Feb 2022

- Moved from visual design into product work: user flows, wireframes, prototypes and mobile interfaces for waste-management, e-commerce and pickup-service apps.

Graphic Designer — Krishna Parijata, Coimbatore Jun 2015 – Dec 2019

- Designed marketing collateral, event décor concepts and social-media communication.

SKILLS

Product design: Information architecture, interaction design, visual hierarchy, user flows, wireframing, prototyping

Design systems: Component libraries, variants, Auto Layout, white-label design, developer handoff

Research: Competitor analysis, usability testing, problem framing

Accessibility: WCAG principles, Section 508 awareness

Tools: Figma, FigJam, Miro, Adobe XD, Photoshop, Illustrator

AI tools: ChatGPT, Claude, Gemini, Perplexity, Figma AI, Adobe Firefly

Domains: AI / SaaS, healthcare, education, e-commerce, mobile products

EDUCATION

M.Sc. Electronic Media — Nehru Arts and Science College 2013 – 2015

Bachelor of Computer Applications — Bishop Ambrose College 2009 – 2012