

Dhruv Prasad

UX PORTFOLIO ↗

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📍 Gurgaon, India

Personal Statement

Over 7 years in UX, I've learned that the best design work isn't just beautiful but moves a metric, closes a gap, or earns trust with a user who had every reason to leave.

I spent my early years at LiquidInk Design Studio, sharpening my craft across diverse product problems.

For the last 4 years that I've been at Wealthy, most recently as Lead Product Designer designing experiences that help people take control of their financial lives. One of the most high-stakes, high-trust design challenges there is.

Fintech taught me something most design portfolios don't show: when the stakes are real (someone's savings, their first investment, their retirement), design has to earn its place at the strategy table. That's the lens I bring to every project.

Skillset

Design & Strategy

- Product Strategy & Roadmapping
- 0 -1 Product Design
- Design Systems & UX Governance
- Interaction Design
- Information Architecture
- User/Product Research
- Cross-functional Leadership

AI-Augmented Design

- AI-assisted prototyping using Figma, Claude Code, Lovable, and Figma Make, going from concept to working build faster
- Using AI tools to accelerate research synthesis, content generation, and design iteration
- Building structured prompts to translate design intent into functional code/output

Education

From April 2017 to March 2018
Coventry University, Coventry, United Kingdom
Product Design (Bachelor of Arts)

From July 2013 to June 2016
Raffles College of Design & Commerce, Australia
Product Design (Bachelor of Design)

From April 2011 to March 2012
Senior Secondary School
Delhi Public School, Gurgaon

Work Experience

Wealthy

Lead Product Designer

May 2024 – Present

- Took full ownership of the Client App design, UX, and strategy after being promoted from Senior Product Designer, becoming the single point of accountability for how 1,00,000 users experience their money
- Built Wealthy's first Trading App from a blank page: defined the workflows, product roadmap, and early wireframes myself, then shaped a trading interaction model designed to make investing feel less intimidating for first-time traders
- Integrated the Trading App into the Super App so a user's trading activity and broader portfolio live in one coherent experience, not two disconnected products
- Set the design vision for a single Super App unification of multiple financial services. The kind of Unifying that only works if the underlying UX earns user's trust at every step

Wealthy

Senior Product Designer

April 2022 – May 2024

- Led design of the Super App, connecting the Partner App (advisors) and Client App (end users) into one financial ecosystem that is the backbone that Wealthy's current product still runs on
- Directed a full UX and visual overhaul of the platform, rebuilding brand identity and usability standards to match where fintech was heading, not where it had been
- Extended design ownership beyond the app to Wealthy's website and web platform, shaping first impressions for prospective users evaluating whether to trust Wealthy with their money
- Balanced high-leverage strategic bets with the unglamorous, smaller fixes that keep a product feeling cohesive about the parts of design work that rarely make a portfolio but always show up in retention

Liquidink Design Pvt. Ltd.

Senior UX Designer

June 2019 – April 2022

- Designed the Wealthy Partner App end-to-end, the same product that became my launchpad into a full-time role leading Wealthy's design org
- Shaped the web experience for PhonePe, one of India's largest payments platforms, at a scale where small UX decisions touch millions of transactions
- Built app and web experiences for Cult.fit, designing for a category where engagement has to be earned daily, not assumed
- Designed Skylark Drones' web experience with integrated 3D elements, translating a technical B2B product into something a non-technical buyer could understand at a glance
- Designed Prava, Furlenco's platform for luxury furniture buying, establishing UX for a premium category with a very different trust model than fintech or fitness
- Contributed 3D asset design to select projects, bridging visual and product design in ways that leaned on my industrial design background which i consider a rare hybrid skillset for a UX designer