

Chaitanya Prashant

Product Designer

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Experience

Minds | UX Designer

Nov. 2022 - Aug. 2024 | Remote (San Francisco, CA)

- Co-led design for our SaaS product offering, Minds Networks, letting creators spin up their own social network, advertise and earn membership revenue. Initial launch with **20 business clients** in the media and independent publishing space, including **Tablet Magazine and Fishtank**.
- Designed and launched **networks.minds.com** in Astro, increasing trial signups by **55%** and driving **100+ new networks** within 3 months, improving product adoption.
- Helped redesign onboarding on web and mobile app in collaboration with our design lead and product lead, leading to a **61%** increase in user engagement and a **42%** improvement in adoption.
- Collaborated cross functionally to implement an open source design system library, reducing project completion time by **37%** and product development efficiency by **67%**.

Chaitanya Prashant | Freelance

Aug. 2019 - Present | Remote

- Redesigned landing page for an enterprise blockchain company in stealth, increasing contact rate by **40%**.
- Design and research for **Minds.com**, as well as front end web development for various small businesses.

CBRE | UX Engineer

Sep. 2021 - Jun. 2022 | Remote (Dallas, TX)

- Designed and implemented a Mock API service in React, ranking as the **3rd most-used** developer feature (behind APIs and code library) with **700+** internal users.
- Helped transition and refactor the internal design system from Angular to React in collaboration with a team of three engineers.

Curology | Product Design Intern

Jun. 2020 - Sep. 2020 | Remote (San Francisco, CA)

- Redesigned subscription frequency settings, projected to decrease churn by **6%**, improving retention for recurring users.
- Helped strategically rebuild the Radiance design system using auto layout, making designers **20%** more efficient during usage.

Wizehire | Product Design Intern

Jun. 2019 - Sep. 2019 | Remote (San Francisco, CA)

- Designed a new referral experience within the product to increase number of new user signups. resulting in a **20%** relative increase for existing promoters who refer our product.

Pagerduty | Product Design Intern

Jun. 2018 - Aug. 2018 | San Francisco, CA

- Redesigned the team hierarchy feature, reducing friction for viewing and managing team based user and object data on the enterprise product, in a cross functional team. Lead to a **13%** increase in feature usage against previous design.
- Designed a proof-of-concept in Webflow for curating product insights and learnings into a central hub of information.

Skills

Design

User Interviews
Affinity Diagramming
Card Sorting
Information Architecture
Usability Testing
Developer Handoff
Interaction Design
Prototyping
Design Systems
Journey Mapping
Storyboarding
Competitive Analysis
Wireframing
Survey Design
Workshop Facilitation
Contextual Inquiry
Product Thinking
Visual Design

Tools

Framer
Webflow
Cursor / Copilot
Codex / Claude
Sketch
Figma
Adobe XD
HTML/CSS
Zeplin
Tailwind CSS
Javascript
React
Angular
Svelte
Imba
Typescript
Node
Python
MongoDB
SQL / PSQL

Honors and teaching

UPE (Upsilon Pi Epsilon)

Initiated to the DePaul chapter of UPE as of **December 2025** for excellent academic performance in the computing disciplines. **GPA - 4.0**

Kleiner Perkins Design Fellows

2019 finalist, 2020 semi-finalist (signed offer prior to interview)

Instructional Assistant

Instructional assistant for COGS 123 (Social Computing) with Professor Steven Dow - **Fall 2019, Fall 2020**

Education

DePaul University

Mar. 2025 - Jun. 2027 | Chicago, IL

M.S in Human Computer Interaction

University Of California, San Diego

Sep. 2016 - Dec. 2020 | La Jolla, CA

B.S in Cognitive Science (Design and interaction), minor in Computer Science