

Krathish Prakash

Product Designer & Engineer - krathish.com

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EXPERIENCE

Nauto — Product Designer

New York City, NY • Jun 2025 - Present

- Designing and building product features for **Nauto, an AI dash cam B2B-SaaS platform** that improves safety, insurance and tracking for fleets with **500,000+ commercial drivers**
- Reimagined the dashboard's event feed and viewer across **5 major design sprints**, clustering high-risk driving behaviors into a timeline format that **increased event resolution speed by 40%**
- Building a faster handoff process using ShadCN, Claude code and Figma MCP

Blinctrip/Mondee — Product Designer

Mumbai, India • Nov 2023 - Jun 2024

- Designed and shipped an LLM-powered chat interface and contextual home screen, a first-of-its-kind **agentic commerce experience** in the travel industry
- Drove a **4.2% conversion rate** within the first two months through iterative A/B testing, benchmarked against industry standards
- Defined end-to-end interaction patterns for agentic commerce, **work contributed to acquisition by Mondee**

Headout — Product Designer

Bengaluru, India • Apr 2023 - Oct 2023

- **Increased global booking value by 19%** by leading discovery flow strategy and interaction design end-to-end, achieving a **35% higher conversion rate**
- Owned product strategy and design for Android and iOS push notifications across **~55 million users**, driving a market-leading **73% opt-in rate** through precision in copy, timing logic, and permission flow design
- Designed and launched 3 white-labeled microsites from scratch, each themed to its experience (desert safari, airport transfers), **improving organic search visibility** and driving **~80% higher booking conversions** through immersive storytelling

GoSwift — Product Designer

Bengaluru, India • Jan - Mar 2023

- Revamped seller dashboard **reducing returns by 24%** and **increased order fulfillment to 88%**
- Designed, implemented and socialized a scalable design system that **reduced average build time by 5 days** and improved accessibility compliance to **95% WCAG AA standards**

EDUCATION

Pratt Institute — M.S. in Information Experience Design

Aug 2024 - May 2026

CGPA: 3.9/4, Figma Campus Leader for Pratt, Student Ambassador

Manipal University Jaipur — B.Tech in Computer Science

May 2019 - Jun 2023

CGPA: 8.01/10, Minor in Data Science

HONORS

Stanford Longevity Challenge Finalist -
Top 8 out of 250+ teams globally

ACM TEI Research Paper presentation
'26

8VC Fellowship Finalist '25

American Express Makeathon '22- Top
50 Teams - Finalist

Google Startup Weekend - Third Place

IEEE-MUJ Hackathon - Most creative
solution & Top 4 finish

RESEARCH PUBLICATION

Gupta, N., Sharma, A., Ramesh, R.,
Prakash, K., & Malik, Q. (2026). [Soma: Bio-Signal Ritual System for Embodied Well-Being](#). In Proceedings of the Twentieth International Conference on Tangible, Embedded, and Embodied Interaction (TEI '26). Association for Computing Machinery, New York, NY, USA

TOOLBOX

Figma, Adobe Creative Cloud, Framer, Webflow, Unity 3D, Framer Motion, Design Systems, AR/VR & Spatial Computing, Human-AI Interaction, UX Research, Usability Testing, Information Architecture, A/B Testing & CRO, Accessibility, Mixpanel, Hotjar, Google Analytics, HTML5/CSS3, JavaScript, Python, Git, Generative AI, Machine Learning, Front-End Engineering, Product Strategy, Agile/Scrum, Stakeholder Management, Developer Handoff