



## Pramodini Subramanya

Product strategy | Design systems |  
AI-driven UX



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### Summary

Senior UI/UX Designer with 7+ years of experience delivering end-to-end UX and product design solutions across fintech and digital platforms. Proven track record of driving measurable business impact, including **€400K+** revenue generation, increasing activation rates by **50%**, and improving product adoption across millions of users. Experienced in leading complex product initiatives, building scalable design systems, and collaborating closely with product, engineering, and business stakeholders. Recently expanded expertise in AI-driven UX workflows, leveraging generative tools to accelerate discovery, prototyping, and design execution.

### Experience

#### bonify (SCHUFA Group)

**Associate Lead UI/UX Designer** | May 2022 - Present | Berlin

- Led end-to-end design of a subscription product, defining core user flows and scalable components, resulting in 70K+ new subscribers and ~€400K revenue
- Designed and launched SCHUFA Score History, achieving 60K+ users in the first month and driving subscription conversion uplift
- Delivered the Step-Up Identification (BriefIdent) flow, simplifying verification and increasing R5 user activation by ~50%
- Integrated AI-driven workflows (Figma Make, Claude, ChatGPT) to accelerate discovery, prototyping, and design iteration

#### Cumulations

**Senior UI/UX Designer (Founding Team)** | Apr 2021 - Apr 2022 | Remote

- Led redesign of Barbeque Nation's mobile app, simplifying the ordering flow and improving time-to-checkout by 20%, contributing to a ~12% lift in order completion rate over 3 months
- Redesigned customer analytics dashboards for a U.S.-based SaaS platform, reducing task completion time by 30% through improved visual hierarchy and interaction patterns
- Built a reusable component library in Figma, decreasing design time for new features by 40%
- Awarded 'Best Employee' for delivering detailed, production-ready designs and reducing rework during implementation

#### Tripedeo & Cybervie

**Design Consultant** | Dec 2020 - Mar 2021 | Remote

- Refactored checkout flow and pricing presentation for Tripedeo, improving conversion and increasing revenue by 18%
- Conducted usability tests and restructured onboarding for Cybervie, reducing drop-off in week-1 activation by 22%

#### Happymonk.ai

**UI/UX Designer** | Jun 2019 - Nov 2020 | India

- Redesigned the web and mobile interfaces to simplify project onboarding, improving task success rate by 25% and homepage engagement by 15%
- Conducted usability tests and implemented iterative improvements in collaboration with the engineering team, enhancing user satisfaction across high-interaction workflows

## Skills

### UX Research

- User interviews
- Usability testing
- Identifying friction points
- Competitive analysis

### UX Design

- Personas
- Information architecture
- User journey mapping
- Wireframing
- Mobile-first UX
- Accessibility (WCAG-compliant)
- Design patterns
- Design thinking

### UI Design

- Responsive layouts
- Design systems
- Component libraries
- Typography
- Prototyping

### Tools

- Figma
- Framer
- Sketch
- InVision
- Illustrator & Photoshop
- Adobe XD & After Effects
- HTML & CSS
- Javascript
- Jira

### AI Tools

- Figma Make
- Claude
- Perplexity
- ChatGPT
- Google stitch
- Lovable

## Education

### AI for UX Design

Designlab | 2026

### Google UX Design Certificate

Udemy | 2020

### UI/UX Design Diploma

DesignBoat School | 2019

### Bachelor of Engineering

Visvesvaraya Technological University | 2015–2019

## Languages

English (Professional)

German (A2)