



Pramodini Subramanya

Product strategy | Design systems |
AI-driven UX



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Summary

Senior Product Designer with 7+ years turning complex, data-rich products into simple, trustworthy consumer experiences. Specialises in translating complex automated workflows and high-stakes decision interfaces into clean, scalable user experiences & independently leading end-to-end design for cross-functional squads of engineers, product managers, and data analysts. At bonify (SCHUFA Group), acted as sole designer on a fintech platform driving discovery, shaping problem definitions, and connecting design directly to business outcomes. Delivered **70K+** subscribers, **€400K+** revenue, and a **50%** lift in user activation. Experienced designing data-heavy dashboards and AI-powered decision interfaces, owning design systems, introducing structured design review practices, and mentoring junior designers and using AI tools (Claude, Figma Make) to accelerate prototyping and synthesis.

Experience

bonify (SCHUFA Group)

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

- Led end-to-end product design for bonify's B2C consumer platform, translating complex financial data including credit scores, subscription tiers, and identity verification into simple, trustworthy, and engaging mobile and web experiences for millions of users
- Designed and launched SCHUFA Score History, a data-rich feature visualising personal credit data over time achieving 60K+ users in the first month and driving subscription conversion uplift by making complex financial information feel clear, useful, and actionable
- Introduced structured design critique rituals and review cadences, defining quality standards and feedback loops that reduced implementation rework and raised consistency of output across the team
- Used Claude and Figma Make to accelerate prototyping and research synthesis, cutting end-to-end iteration time by ~40% and enabling faster signal from user testing

Cumulations

Senior Product Designer (Founding Team) | Apr 2021 - Apr 2022 | Remote

- Led redesign of Barbeque Nation's mobile app — a high-traffic B2C consumer product — simplifying the ordering and checkout flow, improving time-to-checkout by 20% and contributing to a ~12% lift in order completion rate over 3 months
- Redesigned customer analytics dashboards for a B2B SaaS platform serving business users, reducing task completion time by 30%.
- Collaborated closely with engineering teams on implementation feasibility and design handoff using working knowledge of HTML, CSS, and component architecture to bridge design intent and code reality, reducing back-and-forth during development.
- Identified and addressed visual inconsistencies and design debt across the product, auditing existing UI patterns and consolidating them into a cohesive, scalable component library.
- Awarded 'Best Employee' for delivering detailed, production-ready designs and reducing rework during implementation

Tripedeo & Cybervie

Design Consultant | Dec 2020 - Mar 2021 | Remote

- Simplified Tripedeo's checkout flow and pricing presentation, translating a complex pricing structure into a clear consumer journey & 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

- Designed interfaces for an AI-powered decision platform translating complex ML model outputs into actionable, human-readable experiences for non-technical users
- Conducted usability tests and implemented iterative improvements in collaboration with the engineering team, enhancing user satisfaction across high-interaction workflows

Skills

UX Leadership

- Team mentoring & development
- Design process establishment
- Stakeholder communication
- Design advocacy
- Presenting to management

Product design

- End-to-end product design
- Mobile-first UX (iOS & Android)
- Information architecture
- User journey mapping
- Wireframing
- Prototyping
- Accessibility (WCAG)
- Stakeholder alignment

Consumer UX

- Complex data simplification
- Data visualisation
- B2C consumer journeys
- Retention & growth UX
- Onboarding & activation flows
- Hypothesis validation

Design systems & QA

- Scalable component libraries
- Design patterns
- Design tokens
- Auto-layout
- Design review processes
- Design-to-code collaboration
- Design QA
- Variables

Research & data

- User interviews
- Usability testing
- Competitive analysis
- Behavioural data analysis
- A/B testing
- Data-driven iteration
- Funnel analysis

AI in design practice

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

Tools

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

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-actively improving)