

Varun Prasad

Senior Product Designer · AI-Powered Product Builder · Complex B2B SaaS

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Summary

I help B2B SaaS teams ship AI-powered products that users trust. Over eight years, I've led end-to-end design for complex enterprise platforms—most recently at Pronto, where I built the token-based design system that cut QA time by 40% and launched two production AI features using human-in-the-loop patterns. My workflow now combines Claude Code, Figma, and rapid prototyping to compress build cycles from months to weeks.

Experience

Havas (Pronto Project Management)

Lead Product Designer (Melbourne, VIC)—Jun 2022 – Apr 2026

Led end-to-end product design for Pronto's enterprise B2B SaaS platform serving 60,000+ users across 30+ countries. Partnered with Product and Engineering to ship AI-powered conversational tools and complex workflow features from concept through production.

- Built Pronto's first token-based design system for AI-assisted development (Figma Make, Claude Code), including a component library with variable tokens, interaction states, typography scales, grid systems, and WCAG-compliant contrast. Co-defined standards with Engineering to align with Storybook. Reduced QA time for visual inconsistencies by 40% and accelerated product development by 30% within six months.
 - Led design for Pronto's first two production AI features, building a 'Review-Refine' framework to address model limitations and establish user trust. Designed human-in-the-loop confirmation with graceful failure states and full workflow opt-out. One feature launched without this checkpoint at 5% adoption; adding the review step increased adoption to 25%.
 - Conducted user interviews across user types to redesign Pronto's Home dashboard, applying progressive disclosure and user-specific customisation to transform it into a central operations hub. Validated the approach through comparative testing pre-launch. Delivered a 22% increase in session dwell time and a 52% increase in active engagement. A major healthcare agency cited this redesign as the deciding factor in choosing Pronto over a competitor.
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VentralP Australia

UX/UI Designer (Melbourne, VIC)—Jul 2019 – Jun 2022

Led design across three web service platforms serving 300,000+ customers, from research through shipped production UI.

- Directed UI design and product strategy for Mercury, a white-label reseller console covering domain, hosting, billing, and service management. Built a theming layer enabling colour and typography customisation across multiple live reseller brands while maintaining WCAG contrast and legibility through UI guardrails. Delivered brand-specific platforms for each web agency customer.
 - Designed UI for VIPControl, VentralP's self-service client portal. Ran moderated usability tests and workshop sessions with 8–12 SME customers in-person and via Maze, translating friction into interface and flow improvements.
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PappaRich Australia

Design & Marketing Executive (Melbourne, VIC)—Sep 2018 – Jun 2019

Led design and marketing strategy across three PappaRich brands—Hokkaido Baked Cheese Tarts, PAFU & Kurimu. Managed promotional campaigns for 20+ franchises, grounding decisions in live customer feedback and seasonal trends. Drove a 25% increase in store foot traffic within the first two campaign cycles.

NAB

UX/UI Designer (Melbourne, VIC)—Mar 2018 – Sep 2018

Led UI design, user testing, and stakeholder alignment for NAB One, an internal banking contact-centre platform. Drove product decisions that streamlined daily task completion for contact-centre users.

NAB

Merchant Support Specialist (Melbourne, VIC)—Dec 2016 – Mar 2018

Provided frontline technical support for NAB's Merchant Services contact centre, guiding 50+ merchants daily on POS-based queries. This experience later informed AI agent design for first-contact resolution across NAB Payment Systems.

NTT

Graphic Designer & Brand Specialist (Melbourne, VIC)—Sep 2016 – Nov 2018

I collaborated closely with the Singapore-based Head of Marketing to produce internal comms and promotional graphics. I aligned with New Delhi-based regional managers to produce creative output with regional brand and communication standards.

Independent Digital Marketing Practice

Varun Prasad (Melbourne, VIC)—Jul 2024 – Present

I run my own freelance practice applying AI-accelerated design and build workflows across small businesses to enhance their online presence.

- Designed and built an eCommerce platform using a Figma design system-guided Claude Code workflow. Compressed an 8–12 week conventional build cycle to under one week by leveraging AI-assisted development.
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Skills

AI-Native Building: Claude Code · Claude Design · Figma Make · v0 · Cursor · Replit

Engineering: HTML/CSS · Flexbox · Tailwind CSS · React · Component Architecture · Quality Assurance

Design Systems: Design Tokens & Variables · Component Architecture · Interaction States · Grid Systems · WCAG Standards · Design Systems Governance

AI Feature Design: Trust & Control Patterns · Model Limitations · Human-in-the-Loop · AI-Assisted Workflows · Conversational Correction Loop

Figma: High-Fidelity UI · Auto-Layout · Information Architecture · Interaction Design · Responsive Design

Product Design: End-to-End Ownership · UX Research · Human-Centred Design · Journey Mapping · Usability Testing · Competitor Benchmarking · A/B Testing · Stakeholder Alignment

Education

Monash University

Bachelor of Communication Design (Melbourne, VIC)—2013 – 2015