

# Prajit Nandeshwar

## Lead Product Designer

5+ years shaping **enterprise compliance and AI-powered B2B products** at ClearTax, **India's largest tax platform**. I've taken products from zero-to-one, driven strategic pivots, and built design systems across multiple geographies. **NID Bangalore alumnus**.

## Work Experience

Lead Product Designer

Oct 2024 - Present

Clear

- **Led design strategy** and standards for India B2B portfolio across multiple products, ensuring consistent, high-quality user experiences.
- Owned Notice Tracker end-to-end, evolving from designer to **Product Manager** by leading roadmap, design, delivery, and GTM efforts that generated **₹2.3 Cr revenue, 85% adoption**, and a **90% success rate**.
- Improved **AI data extraction accuracy by 65%** by designing scalable, India-first **AI patterns for PDF summarisation and notice reason extraction**.
- **Mentored and guided 2 junior designers**, fostering skill development through structured playbooks that led to their successful ownership of key product features.
- Built a unified and **robust B2B design system** and **AI-driven workflows** supporting multiple geographies and products, standardizing design patterns across diverse markets, and reducing **design-to-dev cycle time by 50%**.
- Collaborated with Sales and Pre-sales to drive product and design innovations, increasing enterprise **conversion rates by 60%**.
- Invited by **FieldAssist**, a leading sales transformation platform, to conduct a **workshop on UX Essentials**, fostering collaborative learning and sharing best practices.

Senior Product Designer

Mar 2022 - Oct 2024

Clear

- Led **end-to-end design** for GST, Notice Management, IMS and delivered them on accelerated timelines.
- Designed data-driven UX improvements that reduced **customer support tickets by 30%**, improving user satisfaction on high-traffic flows
- Streamlined feedback between product, design, and support teams to speed up **identifying and resolving user pain points** for ongoing UX improvement.

Product Designer

Mar 2021 - Mar 2022

Clear

- Designed and localised key features like **E-invoicing** for **India** and **Saudi Arabia**, tailoring UI/UX for diverse cultural contexts, driving rapid global adoption.
- Developed **platform-level designs** supporting workspace management, user access controls, and business settings to enhance scalability and efficiency.

Product Design Intern

Aug 2020 - Feb 2021

Freshworks

- Conducted **in-depth research and competitive analysis** to optimise the onboarding experience for Freshdesk that enhanced user engagement and reduced friction.

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## Education

Masters in Digital Game Design

National Institute of Design, Bangalore

2018-2021

B.Tech in Electrical and Electronics

National Institute of Technology, Trichy

2012-2016

## Skills

- Design Leadership
- Systems Thinking
- Stakeholder Management
- Mentorship
- AI Product Design
- Agentic Workflows
- UX Research
- Information Architecture
- Usability Testing
- Roadmap
- Prioritisation (RICE)
- Product Analytics

## Tools

- Figma
- Claude Code
- Figma Make
- Adobe Illustrator
- Adobe After Effects
- Quicksights
- Hotjar
- Notion
- Jira