

Prashant Matta

Product Designer and Researcher

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PROFILE

Product designer and researcher for mobile and web products, with 6+ years in research and UX and 5 products built from 0 to 1. Starts with user research to help teams decide what to build, then leads the design through to launch, from interviews and usability testing to interaction design, design systems, and developer-ready specs. Has worked with 10+ partners across fintech, AI, healthcare, civic, and public sector projects, with training in strategic foresight for long-term planning.

CORE CAPABILITIES

- **End-to-end product design:** flows, wireframes, prototypes, UI, and developer handoff for mobile (iOS, Android) and web
- **Interaction design and information architecture:** navigation, task flows, states, and alerts for data-dense, decision-heavy products
- **User research:** qualitative and mixed methods, including discovery interviews, usability testing, surveys, competitive benchmarking, and synthesis
- **Design systems:** foundations, component libraries, design QA, and engineering collaboration
- **Product strategy:** jobs-to-be-done (JTBD) analysis, roadmap sequencing, and prioritization
- **Service design and foresight:** journey and process mapping, scenario planning, and workshop facilitation

EXPERIENCE

Design Quality Reviewer | micro1 Toronto, ON (Remote) | March 2026–Present

Contributing product and UX design expertise to AI model training and evaluation. Progressed from trainer to reviewer, assessing the visual and aesthetic quality of AI-generated design outputs and reviewing peer evaluations for consistency.

Independent Product Design and Research Consultant | Self-Employed Toronto, ON | May 2024–Present

- Facilitated two DemocracyXChange futures workshops, in 2025 and 2026, leading three groups (27 participants) in the digital domain each year.
- Synthesized 50+ signals into trend themes and scenarios for the 2025 workshop, used to align priorities across civic participants.

Product and UX Consultant | Senpi Toronto, ON (Remote) | March 2025–September 2025

Led research, product strategy, and end-to-end design for Senpi, a Base-native wallet and AI trading platform for iOS and Android, across nine surfaces from first principles to shipped product.

- Owned end-to-end design of all nine surfaces (Onboarding, Home Feed, Discover, Groups, Strategies, Orders, Smart Alerts, Wallet, and AI Assistant), from problem framing through usability testing, specs, and QA, working asynchronously with engineers.
- Contributed to 30-day user retention of 70%, 250K+ executed trades, and USD 2.6M in total trading volume through research-led prioritization and iteration.
- Redesigned the Smart Alerts logic with context rules and priority tiers, reducing redundant alerts by 30%, then rebuilt alerts as a feed section and dedicated screen with AI reply actions; 70% of beta users interacted with actionable alerts in the first week.
- Led competitive benchmarking and the JTBD analysis, ran discovery interviews with traders alongside the founding team, and turned JTBD scores into a four-phase delivery order, agreed with the founders, that put trust-building features first.
- Redesigned Orders as separate open and closed views after usability testing showed that a unified view caused confusion, reducing support issues by approximately 30%.
- Created a reusable component system used across all surfaces, reducing design-to-development handoff effort by approximately 25%.

Service Design Consultant | Global Medical Technology Company Toronto, ON | January 2025–March 2025

- Mapped patient and care team journeys for diabetic care across digital and in-person touchpoints.
- Identified coordination gaps that informed redesigned workflows and training materials for physicians on continuous glucose monitoring (CGM).

Design Lead (Consulting) | DappLooker Toronto, ON (Remote) | May 2024–February 2025

Led design from discovery through delivery for Loky, a terminal-style onchain intelligence product for traders of AI-agent tokens, with six product surfaces and a full design system built from 0 to 1.

- Led all discovery independently: interviewed experienced traders, analyzed Telegram signal patterns, and mapped tool stacks and workflow breakdowns, then derived the module structure and design principles from the findings.

- Designed all six modules end to end (Onboarding, Signals, LQA Alpha, Degen Dashboard, Rug Scanner, and Ask Loky), from surface concept and information architecture to component design and final specs.
- Contributed to 65% first-session activation, a median first action time of 3 minutes, and a 7-day return rate of 45%.
- Built the design system alongside the modules, from foundations to assistant UI, preventing UI drift across six surfaces shipping in parallel.
- Ran usability sessions with traders independently, producing two rounds of prioritized changes before finalizing specs.
- Conducted workflow analysis and usability research for DappLooker's blockchain analytics platform, informing onboarding changes that reduced time to first meaningful use by 50% and improved task efficiency by 35%.

Graduate Research Assistant | OCAD University, Visual Analytics Lab

Toronto, ON | September 2023–June 2025

Foresight research for the Downsview redevelopment in Toronto, one of the largest urban redevelopment projects in Canada, in a research partnership with Northcrest Developments. Led trend synthesis and scenario planning within a three-person student research team.

- Contributed to STEEPV+C environmental scanning of 100+ signals across 7 domains, then led the refinement of trends into 28 trend cards.
- Initiated and led scenario planning, developing five pairs of uncertainty axes and 20 scenario worlds that the final report used to derive planning recommendations for the Hangar District, the first phase of the redevelopment.
- Created the workshop materials and co-facilitated one of four trend groups in a foresight workshop with the Northcrest and Hines teams.

Service Design Researcher | Immigration, Refugees and Citizenship Canada (IRCC)

Toronto, ON | April 2023–June 2023

Applied research on why IRCC's Enterprise Change Management (ECM) function was underused by its internal clients.

- Led analysis of 7 ECM case studies, developing a three-lens framework (the Viable System Model, the cone model, and service blueprinting) that identified a positioning gap rather than a delivery gap.
- Co-designed the client survey and led quantitative and qualitative analysis (open coding and thematic synthesis) of 13 responses.
- Helped run a co-creation workshop with the ECM team and contributed to the 6 opportunity areas.
- Produced the Phase 1 recommendations and the Change Management 101 toolkit, including content and visual design.

Process Analyst | OCAD University

Toronto, ON | October 2022–December 2023

- Mapped end-to-end student-facing and inter-office workflows across 12 university offices for Student Information Systems & Process Optimization (SISPO), documenting handoffs, bottlenecks, and task ownership gaps.
- Produced software review reports supporting vendor evaluation and service improvement planning.

Senior UX Designer | True Sparrow

Pune, India | December 2019–August 2022

Promoted from intern to senior designer in 2.5 years, leading UX for Moxie (virtual fitness platform) and contributing across healthcare, lifestyle, and SaaS products.

- Owned end-to-end design of core product experiences, including discovery, onboarding, booking, and engagement flows across web and mobile.
- Established and maintained a unified design system that reduced interface inconsistencies by 45% and accelerated release cycles.
- Conducted usability reviews, user interviews, and qualitative synthesis, and worked directly with engineering and product teams to clarify requirements and validate designs.

EDUCATION

Master of Design, Strategic Foresight and Innovation | OCAD University, Toronto, ON

2022–2024

Coursework in systems thinking, foresight methods, qualitative research, business design, and human factors. Co-authored two research papers published at international conferences, including HCII 2025.

Bachelor of Design, Communication Design (User Experience) | Symbiosis International University, Pune, India

2016–2020

SKILLS

product design, user experience (UX) design, user interface (UI) design, interaction design, information architecture, accessibility, wireframing, high-fidelity prototyping, design systems, component libraries, design QA, developer handoff, user research, UX research, design research, qualitative and mixed methods research, user interviews, usability testing, survey design, open coding, thematic analysis, competitive benchmarking, jobs-to-be-done (JTBD) analysis, research synthesis, workflow analysis, journey mapping, service design, service blueprinting, human-centred design (HCD), design thinking, process mapping, task analysis, strategic foresight, environmental scanning, trend synthesis, scenario planning, systems mapping, co-creation workshops, workshop facilitation, roadmap sequencing, cross-functional collaboration, stakeholder management, agile delivery

TOOLS

Figma, FigJam, Miro, Dovetail, UserTesting, Notion, Linear, Canva, Google Workspace, Microsoft 365