

Prayash Sharma – UX | Product Designer | Flutter Developer

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Ranipool, Sikkim, India

Experience

Guide Sikkim Tours and Travels | Freelance UI/UX Designer

🌐 Portfolio Project

- Redesigned and deployed a responsive travel booking website that resulted in a **70% increase in booking inquiries**, a **34% reduction in early drop-offs**, and a **14% boost in conversions** through UX optimization and Google Ads performance insights.
- Conducted data-driven user research by analyzing inquiry behavior, audience trends, and search patterns, identifying that **99%+ of users accessed the platform via mobile**, leading to a strict mobile-first design strategy.
- Created wireframes, prototypes, responsive layouts, and scalable UI systems using Figma while maintaining strong visual hierarchy, usability standards, and branding consistency.
- Evaluated and refined interface layouts, interaction flows, navigation systems, and visual hierarchy using user-centered design methodologies and conversion-focused optimization strategies.
- Restructured complex regional travel packages into categorized, intent-driven journeys using information architecture principles to reduce cognitive overload and improve discoverability.
- Designed targeted booking flows, sitelink-based navigation systems, and optimized landing experiences for high-intent users across web and mobile platforms.
- Delivered high-quality visual assets including banners, icons, layouts, marketing creatives, and responsive interface components for digital campaigns and branded experiences.
- Maintained consistent branding, typography systems, spacing structures, scalable UI patterns, and responsive design standards across marketing and product interfaces.
- Improved conversion-focused interface elements including pricing layouts, breadcrumbs, advanced filtering states, and friction-free inquiry forms to streamline the booking journey.
- Collaborated closely with frontend implementation workflows using HTML, CSS, JavaScript, and Flutter-based development understanding to ensure pixel-accurate responsive execution.
- Built and deployed production-ready responsive web experiences while maintaining analytics tracking for conversions, click-through rates, and engagement metrics using Google Analytics and Google Ads.
- Managed social media creatives and branded content for Facebook and Instagram, creating promotional visuals, campaign creatives, and travel-focused marketing assets to improve audience engagement and digital presence.
- Applied AI-assisted creative workflows using ChatGPT, Midjourney, and DALL·E for rapid ideation, visual exploration, and content generation.

Waglogy | Flutter Developer (2022 – 2025)

- Contributed to the development of a QR-based restaurant booking and management application using Flutter, focused on improving customer ordering, reservation workflows, and mobile-first user experiences.

- Collaborated with the startup team on product planning, responsive UI implementation, frontend interaction workflows, and real-world restaurant operation systems.
- Developed and optimized responsive mobile UI components in Flutter while maintaining scalable frontend structures and implementation-ready interfaces.
- Worked closely on prototype-to-implementation workflows, interaction optimization, responsive layouts, and frontend engineering practices for mobile platforms.
- **Participated** in startup ecosystem initiatives including a visit to Indian Institute of Technology Guwahati for startup mentorship and seed funding opportunities under **the Startup India initiative**.

About Me

Analytical and impact-driven UI/UX Engineer, Product Designer, and Flutter Developer with experience designing and implementing responsive web and mobile experiences. Skilled in translating user-centered design concepts into scalable, high-performing interfaces through wireframing, prototyping, frontend collaboration, and responsive development. Experienced in optimizing user flows, improving conversion funnels, and building intuitive digital products that balance usability with business objectives. Passionate about modern interaction design, frontend implementation, AI-assisted workflows, and creating seamless user experiences across platforms.

Core Design Expertise

UX/UI Design, Visual Design Principles, Typography & Layout Systems, Wireframing & Prototyping, User-Centered Design, Design Evaluation & Feedback, Interaction Design, Branding & Visual Identity, Responsive Web & Mobile Design, Information Architecture, Usability Optimization, Design Systems, Visual Hierarchy, User Journey Mapping, Accessibility & Consistency Standards

Design & Creative Tools : Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Framer, Canva, CapCut

Frontend Engineering & Development : Flutter Development, Frontend Development, Responsive Web Development, HTML5, CSS3, JavaScript, REST APIs, Git/GitHub, UI Implementation, Mobile-First Development

AI, Marketing & Multimedia : Google Analytics, Google Ads, AI-assisted Design Workflows, Prompt-based Visual Generation, Motion Graphics Basics, Social Media Creatives, Digital Campaign Design, Marketing Visuals, Short-form Content Design

Additional Strengths : Responsive Interface Design, Frontend Collaboration, UX Optimization, Cross-Platform Design Thinking, Design-to-Development Handoff, Rapid Prototyping, Mobile-First Architecture

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Technologies : Flutter, HTML5, CSS3, JavaScript, Responsive Web Design, REST APIs, Git/GitHub, Cursor, Antigravity, Lovable

Education

Bachelor's Degree in Computer Science

Sikkim Institute of Science and Technology — 2025

Class XII

Kendriya Vidyalaya Gangtok — 2021

Class X

Bahá'í Senior Secondary School — 2019