Prashant Chandra

An Award-Winning Product & Systems Design Specialist

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ISB | Executive Education

IIT Delhi

Experience 23+ Yrs.

| UX (Digital Design) 11 Yrs. | Retail & Branding 7 Yrs. | Industrial Design 5 Yrs. |

Experienced product designer with 23+ years of hands-on work across enterprise, AI-powered, and mobile-first applications. Known for delivering high-quality design at speed, with deep expertise in UX systems, component-driven UI, and scalable product workflows

Independent Contractor

A Company of One | 10 Years & 9 Months

August 2014 to Current

I have been working as an Independent Contractor on various Enterprise applications across multiple domains across the globe. I got a chance to work with corporations like **Hilti, Hitachi, Samsung, Cheil, Ericsson, Alteryx**, and more with various cross cultural teams. I was able to learn the best global practices for incremental, large scale product design and development on these projects.

Volt X | Head of Product

Currently leading design at Volt X, where I apply a proprietary framework developed from experience across 30+ enterprise builds and 200+ product studies. We deliver full-scale enterprise applications, from UX to front-end code, at high speed and quality, ideal for rapid go-to-market, system modernization, or scaling MVPs.

Globallogic | Senior Consultant

Worked on many large scale B2B applications in a textbook Agile environment. Developed skills to operate in large, cross-functional teams for deadline based product design and development. Got a chance to work with some of the best teams, following global standards in Agile development.

GreyOrange | Head of Design

Led design of enterprise apps for GreyOrange, focusing on warehouse automation and robotics control. Delivered clear, scalable interfaces for complex operational workflows.

Cheil Worldwide | Head of Design

Led Cheil's pan-India BTL design presence and special projects for Samsung. Delivered high-impact retail and experiential solutions with a focus on speed, brand alignment, and execution quality.

Citelum | Lead Product and Systems Designer

Designed smart city management interfaces for Citelum, focusing on usability, data clarity, and operational efficiency.

Airtel

Head of Design | 3 Years and 1 Month

December 2020 to February 2024

Led design for both B2B and B2C digital platforms at Airtel, including self-service, payments, and micro-financing products. Influenced and coordinated a large cross-functional team of over 60 designers, driving speed, consistency, and user-focused outcomes at scale.

Cheil Worldwide

Creative Director | 1 Year & 5 Months

March 2013 to July 2014

Worked as Brand Custodian for Samsung for their pan-India BTL initiatives. Lead a team of up to 15 designers for key BTL projects.

Greenstar Engineering, India

Founder Director | 1 Year & 5 Months

March 2013 to July 2014

Was the founder director in a US based startup in the space of LED lighting. Lead the product design and development from the front to facilitate disruption in the industry. The startup hit big success in the market due to the innovative approach to product design, and was eventually acquired by Toshiba, Japan.

Other Notable Experiences

Principal Designer and Partner, The Moonshop; Manager - Creative Studios, Mango Global (Formerly Telserra India Pvt. Ltd.); Associate Designer, Nexus Design Projects Pvt. Ltd.

Key Projects

FAME(C)A

Hitachi Energy, Japan

The purpose of Failure Modes and Effects Criticality Analysis (FMECA) is to allow a customer to document the analysis required to build either a pro-forma reliability model or a prognostic model. The software allows the definition of failure modes for each asset class, and causes of failures, and defines the mitigation of failures with maintenance.

Reliability Modeler

Hitachi Energy, Japan

The application combines input parameters and logic to calculate the health statistics of assets and sends them to the execution engine which in turn delivers the output in the form of What is the health score? What are the consequences of failure? What is the remaining useful life of the asset? What is the probability of failure? and other asset health indices.

BOI - Butler Operating Interface

GreyOrange, India

Butler Operation Interface is a software console managing the traffic of goods-carrying robots (Butlers) on the floor of an automated warehouse. The solution is based on goods-to-person concept where a robot will fetch the goods from a warehouse location to the packing station, based on the instructions provided by an operator through BOI console.

ON!Track

HILTI, Lichtenstein

Hilti's ON!Track solution was specifically designed to help solve problems related to managing assets, services, workers, and safety certifications. Utilizing a dedicated asset management software to control things like tools, equipment and jobsite materials, ON!Track provided instant clarity and efficiency to the business, and helped reduce operational and overhead costs.

DataSite

Merrill Corporation, USA

A data sharing app that allows a secure and permission controlled sharing of information between a seller and a buyer in a Merger and Acquisition deal. Users can decide what to share, who the audience should be and what all they can do with the shared information.

Flexi Credit

Airtel, India

This was an end-to-end journey to facilitate offerings and disbursement of loans to Airtel's verified customer base who otherwise do not qualify for credit from the banks. This was part of Airtel's Financial Services portfolio.

Other Notable Projects

IoT Platform for Airtel, IQ Platform for Airtel, Manager Dashboard for GreyOrange, Windmill Management for Envision, AI Based Warehouse Simulator for GreyOrange, Bill Payment Platform for Ericsson, AI app for Mindbank.

Education & Certifications

Masters of Design
IIT Delhi | Delhi, India
August 2004

The two year program consisted of studies in the methods of design, aesthetics, ergonomics, design management, communication and presentation skills, along with practical skills such as CAD, sketching, ideation, visualization and problem solving.

Bachelors of Architecture
GCA Lucknow | Lucknow, India
August 2002

Five years program consisted of studies in the principles of design, theory of design, color theory, presentation techniques, sketching, woodwork, project management, CAD, History of art, architecture and design, construction, and design practice.

Executive Education
ISB Hyderabad | Hyderabad, India
August 2023

Leadership development program for Product Strategy, Personal and People Leadership, and Personal Branding.

Awards & Achievements

Next Gen PC Design, Microsoft
Winner of First Prize (Chairman's Award)

This was an international competition with entries from over 3000 participants. I was declared the winner of the Chairman's Award, where Mr. Bill Gates was personally involved in picking the winning entries. I was awarded a USD 50,000 cash prize and was flown to Vegas, United States, to showcase the design at CES.

Design for Wellness, Technogym
Finalist (Top 10)

This competition was organized by Technogym along with Eindhoven University, Netherlands. Participants were to come up with design concepts for gym equipment that would combine the virtual and the physical world. I was chosen among the top 10 designers from many thousands from across the globe. We were flown to Phillips Headquarters in Eindhoven, where we presented our designs, participated in workshops, and learned from the leaders.
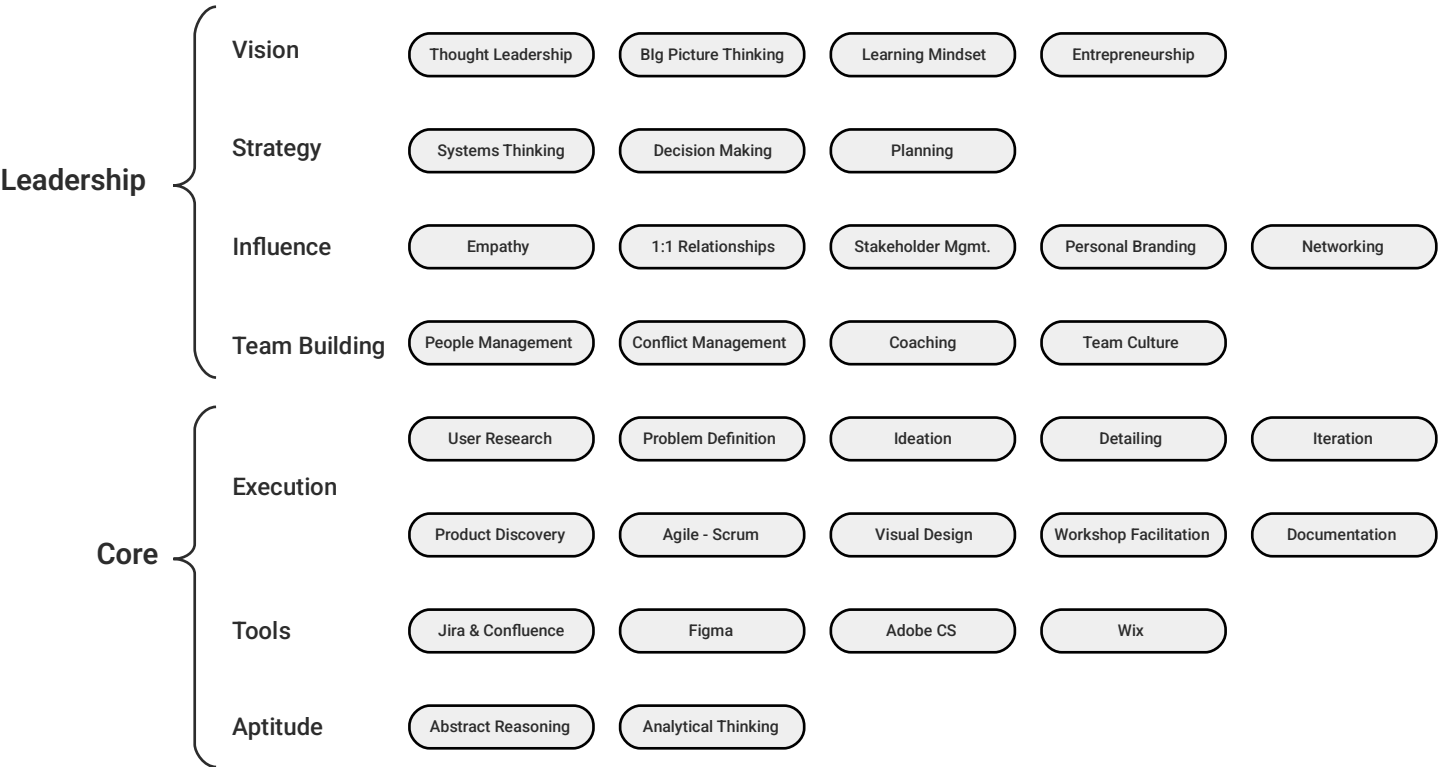
PC Design Competition, Fujitsu
Shortlisted (Top 100)

Another international design competition that had participants from all over the world, the brief was to think free and come up with radical laptop computer ideas. I created a modular laptop with standalone devices as modules and was shortlisted in the top 100 from thousands of entries.

Other Notable Achievements
All India Rank 13 with 97 Percentile Score, CEED, IIT**; Scholarship Award,** IIT Delhi**; Scholarship Award,** GCA Lucknow

Skills & Abilities Matrix

Leadership

Vision: Thought Leadership, Big Picture Thinking, Learning Mindset, Entrepreneurship

Strategy: Systems Thinking, Decision Making, Planning

Influence: Empathy, 1:1 Relationships, Stakeholder Mgmt., Personal Branding, Networking

Team Building: People Management, Conflict Management, Coaching, Team Culture

Core

Execution: User Research, Problem Definition, Ideation, Detailing, Iteration, Product Discovery, Agile - Scrum, Visual Design, Workshop Facilitation, Documentation

Tools: Jira & Confluence, Figma, Adobe CS, Wix

Aptitude: Abstract Reasoning, Analytical Thinking

Recommendations

Samantha Bailey Fast, MILS
Director of User-Centered Innovation at Surescripts

Prashant's design leadership formed the foundation aesthetic for a major new product development initiative when we worked together. Most impressively, he was brought into the project once it was several months underway when we concluded that we needed more senior and seasoned user interface and interaction design talent. Prashant hit the ground running and adapted to our culture and the needs of the project with grace and agility. He was flexible and creative and his easy going style coupled with his formidable skills quickly won the trust and admiration of the team.

Peggy Thoeny
Head of User Experience, Tool Services Business Unit at HILTI

Prashant is a talented senior UX/UI Design professional. With his structured approach and strong analytical thinking he successfully handles complex design challenges. He stays calm and focused in high pressure work environment and reliably delivers on time. I had the pleasure to work closely with Prashant during the past one and half years and experienced first-hand his "can-do" attitude and eagerness to continuously learn and stay up-to-date with his skills. He is highly capable to take on new topics quickly showing high flexibility and responsiveness in our fast changing set-up. He efficiently manages input from a wide range of stakeholders and is willing to go the extra mile to achieve alignment demonstrating strong ownership. Prashant is a great team player and enriches our distributed team with his inclusive, supportive and friendly way. I highly recommend him.

Lalit Kumar Das
Distinguished Honorary Faculty at Department of Design, Delhi Technological University

Prashant is an excellent blend of empathy, imagination and skills. Empathy enables him to understand what his user, customer or client needs. Imagination enables him to search for best solution and skill help convert his imagination to reality. My best wishes.

Brent LaRue
Co-founder, CPO @iollo, YC alum, 👆x exit, Olympian

Prashant is a self-starter with a wide range of product design skills. He is a great addition to any product development team. He is able to identify user pain points, work seamlessly with stakeholders, provide simple solutions to complex problems, and communicate clearly. It was a pleasure working with him for the last year and a half. He definitely elevated the quality and professionalism of our team.

Aakash Sharma
Director Sales at MetroGuild, Inc.

Prashant is a thorough professional, a great team mate, a great leader and a great human being. We worked together in past years but in different profiles inspite of that Prashant had a great impact on other departments as well. He is a super creative guy and whatever he designs are any day different and something to appreciate. PC design works is doing great and I wish him all the success in his future assignments and life ahead. Keep it up buddy!

Manish Jain
Harvard Business School Alumni; Arguing Counsel

Prashant Chandra is one of the most creative and dynamic person I ever met. He has an awesome design thinking and incorporate the same in whatever field he indulged in. His way of presentation and out of the box thinking in his tasks are really commendable. It's great to be connected with him and witnessing his creations. Many thanks for designing our law firm's logo @jljlawoffices . It's unique and admired by many. I strongly recommend him and I can say with conviction that one who engages him will have all applaudes and praises for him. Keep going Prashant.

Patrick McDonnell
Chief Executive Officer at VTX1 Companies

Prashant is a very creative individual who used his many talents in designing our company website and also designing the look and feel of our hand held mobile devices. His design work was not only efficient but also very well received by the end users. I would gladly rely on his skill set again given the need.

Manish Kharkwal
Head of Strategy at Gap Greater China

I've had the pleasure to work with Prashant on some interesting opportunities in Telserra, I found him to both understand complex technical issues as well as the business implications of those issues. Prashant is a gifted individual with a real passion for technology. He is able to identify alternatives that are both technically optimal as well as functionally appropriate. He always leaves a lasting "footprint". I highly recommend Prashant and I look forward to working with him again.

Vivek Kumar Arora
Director - Solutions Delivery at Fiera Capital & Former Board Member at SAFSS

I recommend Prashant for his talent, patience, dedication, commitment he demonstrated while working with me.

Portfolio & Case Studies

PC Design Works

This is my personal website with an overview of my work experience and a portfolio of my projects.

Agile Process

An overview of Agile process stages and artifacts that I have used on a typical large scale project for incremental development and improvements.

Standard Operating Procedure (SOP)

This is the operating framework that I created at Airtel to bring a structure and measurability to the design operations that consisted of 50+ members and 15+ charters.

Adobe Acrobat may be required.

LinkedIn Profile