# Prashant Matta

## Product Designer and Researcher

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### PROFILE

Product designer and researcher for mobile and web products, with 6+ years in UX and research, who has designed five products from 0 to 1. Starts with user research to help teams decide what to build, then leads the design, from interaction design and design systems to developer-ready specs, and keeps improving the product after launch. Has worked across fintech, AI, fitness, B2B, civic, and public sector projects, with training in strategic foresight for long-term planning.

### EXPERIENCE

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

Independent practice, including the Senpi and DappLooker contracts below, and workshop facilitation for civic organizations.

- Designed and built Next Up, a live game recommendation tool that explains each suggestion, and now use it to practise product analytics.

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

Reviewing the visual and aesthetic quality of AI-generated designs for AI model training, after progressing from trainer to reviewer.

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

Led research, product strategy, and design for Senpi, a wallet and AI trading platform for web, iOS, and Android, from the start through iteration after launch.

- Owned the design of all nine surfaces (Onboarding, Home Feed, Discover, Groups, Strategies, Orders, Smart Alerts, Wallet, and AI Assistant), from problem framing through prototype walkthroughs, specs, and QA, working asynchronously with engineers.
- Contributed to 30-day user retention of 70% and 250K+ fee-earning trades in the first months after launch, by using research to set priorities and guide iteration.
- Designed the Smart Alerts logic with context rules and priority tiers so that related alerts arrive as one group and do not repeat, then rebuilt alerts as a feed section and a dedicated screen with AI reply actions, such as setting a stop-loss or closing a trade.
- Led competitive benchmarking and the jobs-to-be-done (JTBD) analysis, ran about 20 discovery interviews with traders alongside the founding team, and turned JTBD scores into a four-phase build order that put trust-building features first, then agreed on it with the founders.
- Redesigned Orders as separate open and closed views after prototype walkthroughs and support requests showed that a unified view caused confusion. The redesign reduced support tickets about orders by about 30%.

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

As the sole designer until January 2025, led design from discovery through delivery for Loky, a terminal-style analytics product that DappLooker built from 0 to 1 for traders of AI-agent tokens.

- Led all discovery: interviewed about 12 experienced traders, analyzed patterns in trading signals on Telegram, and mapped tool stacks and where workflows broke down, then derived the module structure and design principles from the findings.
- Designed all six modules (Onboarding, Signals, LQA Alpha, Degen Dashboard, Rug Scanner, and Ask Loky), from concept and information architecture to component design and final specs.
- Contributed to a first-session activation rate of 65% and a 7-day return rate of 45% among the roughly 1,800 people who signed up after launch.
- Built the design system alongside the modules, from foundations to assistant UI, so that all six stayed consistent while they shipped in parallel.
- Conducted workflow analysis and usability research for DappLooker's main analytics platform. The findings informed onboarding changes that roughly halved the time new users took to reach their first action in the core product (from about 15 minutes, in timed sessions with four users).

**Graduate Research Assistant**, OCAD University, Visual Analytics Lab — Toronto, ON | September 2023–June 2025

Part-time foresight research for Downsview in Toronto, one of the largest urban redevelopment projects in Canada. Worked on a three-person graduate team in a research partnership with Northcrest Developments.

- Initiated and led scenario planning, developing five pairs of uncertainty axes and 20 scenario worlds that became the basis for the final report's planning recommendations for the Hangar District, the first phase of the redevelopment.
- Created the materials for a foresight workshop with the Northcrest team and co-facilitated one of its four trend groups.

**Service Design Researcher**, Immigration, Refugees and Citizenship Canada (IRCC) — Toronto, ON | April 2023–June 2023

Part-time applied research for a Master of Design project at OCAD University, on why internal clients underused IRCC's Enterprise Change Management (ECM) function.

- Led analysis of seven ECM case studies and developed a three-lens framework (the Viable System Model, the cone model, and service blueprinting) that traced the underuse to ECM's positioning.
- Helped run a co-creation workshop with the ECM team and helped synthesize the research into the six opportunity areas that shaped the recommendations.
- Produced the Phase 1 recommendations and the Change Management 101 toolkit, handling both the content and the visual design.

**Senior UX Designer**, True Sparrow — Pune, India | December 2019–August 2022

Promoted from intern to senior designer in about two years, leading UX for three Moxie projects and working across healthcare, lifestyle, and SaaS products.

- Joined interviews with 100+ coaches and their clients, then led UX for Moxie's live virtual studio, in-class workout timer, and class discovery in the app, as part of its founding product team. By launch, 2,000+ coaches had signed up.
- Designed the workflow, interactions, and information architecture for Slackmin, an open-source tool for running admin tasks in Slack, and made its demo videos. Slackmin was #1 Product of the Day on Product Hunt.
- Established and maintained a unified design system that kept interfaces consistent across products and sped up releases.
- 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

Published two research papers at international conferences in 2025, one as lead author (AMPS) and one as co-author (HCII).

**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, design QA, developer handoff, user research, usability testing, user interviews, survey design, qualitative and mixed methods research, research synthesis, jobs-to-be-done (JTBD) analysis, competitive benchmarking, journey mapping, service design, service blueprinting, workshop facilitation, strategic foresight, scenario planning, cross-functional collaboration, stakeholder management

## TOOLS

Figma, FigJam, Miro, Dovetail, UserTesting, Notion, Linear