Prateek Saini

Staff / Principal Product Designer

12+ years, six teams, 100M+ monthly users. Design systems, AI in the workflow and production React, across healthcare, marketplaces, streaming and regulated finance.

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Lucknow, India
open to relocating to Bengaluru

Where I have shipped

tap.health
42%
activation, up from 30%
Healthcare

Instawork
19%
faster design to dev
Marketplace

ZEE5
2.4x
subscription growth
Streaming

bookmyshow
35
booking to refund states mapped
Ticketing

GEMINI SOLUTIONS
VISUALIZE SUCCESS
75%
of sales moved onto one app
Regulated enterprise

Effect Labs
Code
design and front-end from the first job
Mobile products

Summary

I work AI-native every day (Claude, Claude Code, Figma MCP, coded prototypes) and turned that into a pipeline from Figma to production React that I ship myself. Before that I built the systems other designers run on at Instawork, ZEE5 and BookMyShow, and designed regulated platforms for health insurance and finance. I mentor designers and lead through influence.

Skills

AI and design engineering
AI-native design workflows with Claude, Claude Code and Figma MCP · coded prototypes · design to code · React · TypeScript

Product design
design systems in Figma (variables, tokens, variants) · B2B and consumer product design · research and field studies · accessibility (WCAG 2.1 AA) · mentoring and critique

Recognition

ATTD Asia Clinical Innovation Award
Tap Health, 2025

RedHat Digital Innovation Award
DHFL AceApp, 2018

Experience

tap.health

Jan 2025 to Aug 2026

Principal Product Designer & Design Engineer

Tap Health (contract) · B2B healthcare platform, diabetes and GLP-1 care · Remote

- Owned design end to end as a contract Principal designer: clinician and expert consoles, the patient app and AI in the workflow, in production React and TypeScript I wrote myself.
- Lifted activation and cut new-clinic onboarding from days to minutes by turning a 10+ screen intake into a few short questions.
- Unified two clinician dashboards behind one sign-in, with source-cited AI where the clinician keeps the decision: 89% protocol adoption in week one.
- Built the Pulse design system and its Claude and Figma MCP pipeline; engineering shipped its first sprint with zero handoff queries.
- Designed the AI health coach across voice, text and camera, and set up Mixpanel as the analytics standard. Mentored three designers.

Instawork

Sep 2022 to Dec 2024

Staff Product Designer

Instawork · US Series E marketplace, admin console and worker app · Bengaluru, with US field work

- Designed the business admin console and the worker mobile app on shared primitives, across roles, permissions and states.
- Ran on-site field research with Intel manufacturing teams in Phoenix, AZ, then improved geofencing, shift performance and assignment surfaces.
- Cut design-to-dev cycle time by building and governing the Instawork Design System on Figma variables; added AI-assisted vetting with human review for operations.

ZEE5

Sep 2020 to Jul 2022

Senior Manager - Product Design

ZEE5 · OTT streaming · Mumbai

- Rebuilt the paywall and subscription journey.
- Owned the design system on one token set across Android, iOS, connected TV and web.

bookmyshow

Dec 2019 to Aug 2020

Assistant Manager, Product Design

BookMyShow · High-volume transaction platform · Mumbai

- Fixed the root cause of 25% of support tickets by mapping every booking, payment and refund state, then redesigning across four platforms.
- Designed the Cinema Revival contactless ticketing journey, which launched after I left.

GEMINI SOLUTIONS
VISUALIZE SUCCESS

Aug 2014 to Dec 2019

Product Designer

Gemini Solutions · Enterprise consultancy for health insurance, finance and government · Gurgaon

- Designed regulated enterprise platforms for Apollo Munich, HDFC Life, Intel, US fintech firms and state governments, grounded in field research with 30 agents and 20 customers.
- Designed DHFL AceApp, which moved most sales onto one app. Mentored five designers.

Effect Labs

Apr 2013 to Jul 2014

Web Designer and Developer

Effect Labs · Early-stage mobile products · Noida

- Full-stack design and front-end development, from wireframes to shipped code.

Education

B.Tech, Computer Science and Engineering

UPTU, 2008 to 2012

AI, Machine Learning and Deep Learning

IIT Delhi, 2025 to 2026

Design Thinking for Innovation

IIT Bombay, 2019

UX certification

IDF, 2018