



PRATEEK SHARMA

PRINCIPAL PRODUCT DESIGNER

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Principal UX Designer with **15+ years** of experience building user-centered products across fintech, cloud governance, and enterprise SaaS. At **CoreStack**, I lead UX for AI-driven assessment, FinOps, and SecOps products – establishing a design system, driving consistency across multi-cloud dashboards, and collaborating closely with product and engineering teams. Before CoreStack, I spent 7 years at Freecharge as Principal Product Designer, where I owned the end-to-end experience for recharge, bill payments, mutual funds, UPI, and lending – reaching tens of millions of users. I actively integrate AI tools – including Claude for UX research synthesis and content strategy, Midjourney for visual exploration, and Uizard for rapid prototyping – to accelerate design cycles and sharpen decision-making. My design philosophy is simple: the best interface is the one users never have to think about.

WORK EXPERIENCE

CoreStack

2022 - Today

- Principal UX Designer**
Lead end-to-end UX for AI-driven FinOps, SecOps, and Assessment products on CoreStack's multi-cloud governance platform

Established a comprehensive **design system** ensuring UI consistency across all modules, reducing design production time by **50%**

Conduct in-depth user research, usability testing, and empathy mapping to create intuitive interfaces for complex enterprise workflows

Leverage **Claude Code** to generate Figma designs and implement design systems directly into frontend code – bridging design and development

Use **Playwright** for automated UX testing and **Applitools Eyes** (AI-powered ML visual regression) to ensure pixel-perfect design consistency across releases

Create AI-assisted UX demo videos using **Remotion** with **ElevenLabs** voice integration for stakeholder presentations and product walkthroughs

Collaborate cross-functionally with product and engineering teams to align design decisions with business goals

Freecharge

2015 - 2022

- Principal Product Designer**
Defined the UI and UX to improve the experience for the Freecharge app and website, focusing on key financial flows, including recharge, bill payments, mutual funds, rental payments, and UPI transactions.

Created a robust **design system**, reducing design time and improving consistency across platforms.

Managed and mentored a cross-functional team to deliver end-to-end design solutions, including the **Axis Bank** merchant payment flow dashboard.
- Lead Product Designer**
Led & Created the design of multiple features for Freecharge app Such as Loan repayment flow, Axis Bank FASTag, Gift Card, Personal Loan.
- Senior Product Designer**
Defined the UI/UX for the Freecharge **merchant app** and website along with the payment checkout flow, to enhance the overall user experience.
- Senior User Interface Designer**
Defined the user interface for the **Snapdeal** e-commerce website and wallet flow to enhance the overall user experience.

Pulp Strategy

01/2015 - 06/2015

- UI Designer**
Created the UX design for web, e-commerce, and mobile applications, delivering enhanced user experiences for clients.
Successfully delivered the **Intel branding project** and the UI/UX for a cricket game app.

Dainik Jagran

2011 - 2015

- UI/Web designer**
As a UI Designer at a leading Jagran Group news organization, I crafted digital experiences across platforms, including the core website, microsites, and mobile apps for iOS, Android, Windows, and Symbian.
I also contributed to visual identity through banner and creative design, enhancing user engagement and satisfaction.

SKILL

- UX Research & Strategy** : User Research, Empathy Map, Persona, User Story, User Case, POV, How Might We, Ideation, Problem Solving
- UX Design** : Information Architecture
Wireframe Creation, User Flow, Prototyping, Interaction Design, Usability Testing
- AI-Assisted Design & Generation** :
Claude – UX Research Synthesis, Content Strategy, Design System Dev
Midjourney – Visual Exploration
Uizard – Rapid Prototyping
ChatGPT, Gemini, Designify, Founderpa
Nano Banana – AI Aesthetic Enhancement

- Design-To-Code Workflow**
Claude Code – Figma Generation, Design System Implementation, Frontend Development

- UX Testing & Validation** :
Playwright – Automated UX Testing
Applitools Eyes – AI Visual Testing
Maze, Hotjar, Zoom, Talebook

- Demo & Presentation**
Remotion – AI Video Generation
ElevenLabs – AI Voice Integration

- Design Tools**
Figma, Sketch, Adobe XD, Invision, Balsamiq, Illustrator, Photoshop, Miro, Marvel App

AWARDS

- CoreStack**
 - Award For Best UX Contributions

- Freecharge - 4 Awards**
 - Being Awesome - FC Warrior
 - Being Awesome - FreeCharge Warrior
 - Credit Ninja - FreeCharge Credit
 - Credit Ninja - Ninja-Trophy

- Pulp Strategy**
 - Best Performance Award

EDUCATION

- MBA** — 2017 – 2019
Swami Vivekanand Subharti University
- BA - Bachelor Of Arts** — 2009 – 2012
Delhi University
- HCI HUMAN-COMPUTER INTERACTION** — June 2020
Interaction-design Foundation