

PRAKASH RAI

DESIGN IN MY DNA

**MULTIDISCIPLINARY
DESIGNER**

I'm Prakash Rai, a multidisciplinary designer based in Kathmandu, Nepal, with over 16 years of experience in design, creative strategy, and user experience. My journey began with a passion for solving problems visually, and over the years, I've evolved into a user-centered design specialist who blends creativity with strategy to craft purposeful digital experiences. I hold a Master's degree in Graphic Design from the University for the Creative Arts (UCA), UK, and have had the privilege of working with a wide range of brands across Nepal, India, and the UK—including **DISNEY UTV, UNILEVER, BRITISH COUNCIL, ASIAN PAINTS, HERO GROUP, YAMAHA, SKODA, KP SNACKS (UK), NCELL, RAMCO GROUP, and AMANORA.**

I specialize in UI/UX design, branding, web design, and creative direction—backed by hands-on skills in tools like Figma, Adobe Creative Suite, Webflow, HTML/CSS, and WordPress. I've led design teams, built scalable design systems, and designed everything from fintech dashboards and B2B platforms to mobile apps and e-commerce sites. My design thinking is always rooted in simplicity, empathy, and functionality—whether I'm wireframing a SaaS dashboard or refining a brand's visual identity.

I believe in the power of clarity and collaboration, and I approach each project with curiosity and a problem-solving mindset. As someone who enjoys mentoring young creatives and working closely with cross-functional teams, I'm always seeking opportunities that challenge me to grow and create meaningful impact.

I design with empathy, purpose, and clarity, transforming ideas into intuitive digital experiences that not only look

EDUCATION

2002

**KENDRIYA VIDYALAYA
SOUTHERN COMMAND
PUNE, MH, INDIA**

All India Senior School,
Commerce Major

2019

**UNIVERSITY FOR THE
CREATIVE ARTS
EPSOM, SURREY, UK**

Master of Arts (Merit),
Graphic Design Major

CAPABILITIES

Design & Prototyping Tools

Proficient in industry-standard tools such as Figma, Sketch, Adobe XD, Balsamiq, and the Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects). I use these tools for UI/UX design, visual design, rapid prototyping, motion design, and creative direction across mobile and web platforms.

UX/UI & Product Design

Experienced in User-Centered Design, Design Thinking, Wireframing, Prototyping, and building high-fidelity interfaces. I specialize in responsive design for web and mobile, accessibility (WCAG), dark/light mode design, multi-language UI (including RTL), and creating and managing scalable design systems and style guides.

Development & Web Tools

Skilled in front-end collaboration with knowledge of HTML, CSS, Tailwind CSS, and basic JavaScript. I also have hands-on experience with Webflow and WordPress, enabling seamless design-to-development workflows and no-code/low-code execution for rapid web delivery.

Collaboration & Process Tools

Experienced in using Notion, Jira, Miro, Slack, Trello, and Google Workspace for project management, sprint planning, journey mapping, user flow creation, and collaborative ideation. These tools support my ability to work efficiently with cross-functional, distributed teams.

AI-Powered Creative Tools

I actively integrate AI tools into my creative workflow—including ChatGPT for research and UX copy, Uizard and Galileo AI for early-stage prototyping, Runway ML for video editing and motion graphics, Midjourney and DALL·E for concept art and visual ideation, and Khroma for intelligent color palette generation.

Branding, Communication & Marketing Design

Experienced in delivering high-impact designs for branding, corporate presentations, communication design, print advertising, pitch decks, and social media campaigns. I craft brand systems that are scalable, emotionally resonant, and visually consistent across all touchpoints.

Experimental & Visual Storytelling

Comfortable working with 3ds Max, Lottie, and other motion/3D tools for dynamic visuals, interaction design, and storytelling. I experiment with visual techniques to enhance brand presence and user engagement across digital interfaces.

Language: English, Nepalese and Hindi.

EXPERIENCE

16 YEARS OF
EXPERIENCE

10 COMPANIES
I'VE WORKED

06 AWARDS
& ACHIEVEMENT

SEP 2022
FEB 2025

LEAD DESIGNER

GROWTHZILLA, CALIFORNIA, US (Remote)

I lead end-to-end design processes, from research and wireframing to prototyping and high-fidelity UI design. I collaborate with cross-functional teams to create user-centered digital products, enhancing usability and engagement. By conducting user research, usability testing, and data analysis, I refine design solutions to align with business goals.

JUNE 2021
AUG 2022

SR. UX/UI DESIGNER

MANY PIXELS, SINGAPORE (Remote)

I align design with business goals, manage projects, and create consistent visual solutions across branding, print, and digital—collaborating with teams and clients from concept to delivery.

MAR 2021
MAY 2021

CHIEF CREATIVE OFFICER (CCO)

SAGAR GROUP, KATHMANDU, NEPAL

As Chief Creative Officer, I led the overall creative vision and strategy of the organization, ensuring design excellence across all brand, digital, and product touchpoints. I oversaw multidisciplinary teams, guided high-impact campaigns, and aligned creative direction with business goals. By fostering a culture of innovation and collaboration, I drove brand growth, storytelling, and consistent visual identity across global markets.

MAR 2020
FEB 2021

SR. GRAPHIC DESIGNER

WUNDERMAN THOMPSON, SOUTH ASIA

As a Senior Graphic Designer, I design impactful brand, print, and digital solutions—managing projects end-to-end while mentoring designers and aligning work with strategy.

JAN 2019
DEC 2019

SR. GRAPHIC DESIGNER

THE CREATIVE PULSE, EPSOM, UK

I craft impactful visual designs across branding, digital, and print—leading projects end-to-end while ensuring consistency, quality, and team collaboration.

JAN 2018
APR 2018

SR. UX/UI DESIGNER

AMNIL TECHNOLOGIES, KATHMANDU, NEPAL

I craft user-focused digital experiences through research, wireframes, and prototypes. My work bridges business goals with clean, consistent visuals across digital, print, and brand design.

JAN 2017
DEC 2017

SR. UX/UI DESIGNER

PODAMIBE, KATHMANDU, NEPAL

I design intuitive digital experiences through research, wireframing, and prototyping. I align design with business goals, lead usability testing, and deliver consistent, high-quality visuals across branding, print, and digital platforms.

AUG 2015
SEP 2016

CREATIVE VISUAL DESIGNER

AMURATECH, PUNE, INDIA

As a Senior Designer, I lead user research, wireframing, and prototyping to create intuitive digital experiences. I ensure design consistency across branding, print, and digital, manage projects from concept to delivery, and mentor junior designers.

JAN 2014
MAY 2015

UX/UI DESIGNER

BRAINDIGIT, KATHMANDU, NEPAL

I craft user-focused digital experiences through research, wireframes, and prototypes. My work bridges business goals with clean, consistent visuals across digital, print, and brand design.

FEB 2010
SEP 2013

DESIGN TEAM LEAD

AMURATECH, PUNE, INDIA

As a Design Team Lead in a tech company, I drive UX/UI and product design strategies, ensuring seamless, user-centered experiences. I lead and mentor a team of designers, collaborate with cross-functional teams, and oversee design execution from concept to launch.

JUNE 2009
DEC 2009

SR. WEB DESIGNER

APPLIED EYE, PUNE, INDIA

As a Senior Web Designer, I lead web design projects, ensuring user-centric designs, consistency, and alignment with business goals across digital platforms.

AMAZING THINGS COME FROM COLLABORATION. WORKING WITH INTERESTING PEOPLE, TO CREATE INTERESTING THINGS.

I have worked for many big brands in India, Nepal as well as in UK. Following is a few selected lists of clients I've worked with on various aspects of Concept design and development.

DISNEY UTV

UNILEVER

BRITISH COUNCIL

ASIAN PAINTS

HERO GROUP

YAMAHA

SKODA

KP SNACKS

IT4 AUTOMATION

KALYANI GROUP

NCELL PVT. LTD.

INDIABULLS GROUP

RAMCO GROUP

PANCHSHIL REALTY

OBEROI REALTY

ARMY SPORTS INSTITUTE

AMANORA

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Dribbble
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THANK YOU