Sivaprakash S

MULTIDISCIPLINARY DESIGNER

Product · Brand · Web · Design-to-Code



Multidisciplinary Designer with 5+ years of experience in designing digital experiences end to end, with a strong foundation in visual design, brand identity, and web design. I'm also exploring the intersection of design and code, using tools like Claude Code to turn design concepts into functional prototypes and web experiences.

EMAIL
sps97grt@gmail.com

LINKEDIN
linkedin.com/in/sivaprakash97

PORTFOLIO
sivaprakash.work

Experience

LYRIC
SENIOR DESIGNER
AUG 2025 – AUG 2026

- Revamped **Lyric's documentation pages** for faster onboarding and self-learning, driving a **10% increase in positive feedback**.
- **Designed an AI-powered chatbot**, enabling **20% faster knowledge discovery**.
- **Contributed to Lyric's design system**, improving consistency across product interfaces and documenting reusable patterns.
- Defined **Lyric's product illustration style** and **integrated it into the design system**. Built an AI-assisted illustration workflow (Claude, Gemini) that enabled the team to **produce 40+ on-brand illustrations** independently.
- Led **brand identity for Empower**, Lyric's flagship customer conference, across its Chicago (**350+ attendees**) and India editions. Set the creative direction, directed a video designer and a graphic designer, and scaled the identity across social, decks and venue signage.

ROCKETLANE
VISUAL DESIGNER
JUL 2021 – JUL 2025

- Designed **end-to-end UI/UX for Rocketlane TV** as solo product owner and designer, generating **5.5K+ unique visitors** and **16.6K+ pageviews**
- Spearheaded **Propel23 conference brand identity** and website design driving **20% increase in registrations**, **90% positive** attendee satisfaction
- Designed and optimized **50+ marketing landing pages**, boosting **conversion rates by 15%**

10K DESIGNERS
ALUMNI MENTOR
2022 – 2023

- **Mentored 20+ designers** in Visual Design
- Collaborated with the founder, Abhinav Chhikara to **redesign cohort experience, resulting in improved attendee satisfaction** and completion rates
- **Conducted virtual design workshops**

Education

10K DESIGNERS
COHORT 4
2021

NIT TRICHY
B.TECH - CHEMICAL ENGINEERING
2015 – 2019

Skills

Product Design
UX/UI Design · Interaction Design · Prototyping · Product Thinking

Design + Code
Design-to-Code · Interactive Prototyping · AI-assisted Development · Claude Code · Framer

Brand & Visual
Brand Identity · Creative Direction · Visual Design · Illustration · Web Design

AI
Generative AI · AI-assisted Design · AI-assisted Workflows

Social Media

Tools

Figma Suite, Adobe Suite (Illustrator, Photoshop, InDesign), Claude, Gemini, Higgsfield, Procreate

Competencies

Design ownership, Design articulation, Stakeholder management, Visual storytelling, Design mentoring