Varun Prasad

Digital Designer · Web, UI & Brand

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Summary

Digital designer with 10 years' experience translating complex brand strategies into high-craft digital products, visual design systems, and high-converting web platforms. Specialised in translating elite visual design into high-converting client outcomes, I build robust Figma design tokens and component libraries to deliver production-ready front-end code.

Experience

Havas (Pronto Project Management)

Lead Designer (Melbourne, VIC)—Jun 2022 – Apr 2026

- Directed the comprehensive UI architecture and digital branding for Pronto's enterprise B2B SaaS platform across 30+ countries, aligning visual design standards with international engineering teams.
- Designed high-fidelity UI frameworks and conversational interaction states for Pronto's initial AI features, establishing layout standards for AI-assisted human interaction.
- Spearheaded the spatial and visual redesign of the primary dashboard ecosystem, optimising progressive disclosure layout models and visual cues to drive a 52% surge in active user engagement.

VentraIP Australia

UI & Digital Designer (Melbourne, VIC)—Jul 2019 – Jun 2022

- Led digital interface design and brand systems across three web service platforms serving 300,000+ customers, working closely with Marketing, Design & Engineering teams.
- Engineered a semantic white-label UI system and theming layer for Mercury, empowering reseller agencies to dynamically map custom typography and colour profiles across live platforms while maintaining strict WCAG AA accessibility compliance.
- Architected the high-fidelity UI structure for the VIPControl self-service portal, translating complex account, hosting, and billing workflows into highly intuitive, conversion-optimised interface layouts.

PappaRich Australia

Design & Marketing Executive (Melbourne, VIC)—Sep 2018 – Jun 2019

- Created all marketing design for Hokkaido Baked Cheese Tart, PAFU and Kurimu: promo posters, digital menu screens, social content, menus, packaging and store hoardings.
- Led the Chadstone and Coorparoo store-launch campaigns, including art direction and product photography. Drove a 25% increase in store foot traffic within two campaign cycles.

NAB

UX/UI Designer (Melbourne, VIC)—Mar 2018 – Sep 2018

- Led UI design within the NAB Digital division, working alongside design specialists, product leads and engineers, to simplify daily task flows.
- Regularly aligned with stakeholders on the NAB One project, the internal CRM platform.

NTT

Graphic Designer & Brand Specialist (Melbourne, VIC)—Sep 2016 – Nov 2016

- Collaborated closely with the Singapore-based Head of Marketing to produce internal comms and promotional graphics.
- Aligned with New Delhi-based regional managers to produce creative output with regional brand and communication standards.

Independent Design Practice

Varun Prasad (Melbourne, VIC)—Jul 2024 – Present

- Designed and built an eCommerce platform using a Figma design system-guided Claude Code workflow. Compressed an 8–12 week conventional build cycle to under one week by leveraging AI-assisted development.
- Designed and shipped a website for Picturesque Production (https://picturesqueproductions.com.au/), managing on-site photo and video content.
- Designed and built a managed IT solutions website for vPossible (https://www.vpossible.com.au/).
- Redesigned and built an Autodesk email notification set for Sparx Solutions (https://sparxsol.com.au/).

Skills

Visual & Interface Systems: High-Fidelity UI Design · Brand Architecture & Guidelines · Typography Scales · Grids & Layout Design · Design Tokens & Variables · WCAG Accessibility Standards

Digital Marketing Design: High-Converting Landing Pages · Campaign Assets · Social & Paid Ad Creatives · EDM Design · Digital Screens · Art Direction

UI Engineering & Prototyping: HTML/CSS · Tailwind CSS · React · Component Architecture · Figma Auto-Layout · Claude Code · Cursor · Rapid Interactive Prototyping

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Education

Monash University

Bachelor of Communication Design (Melbourne, VIC)—2013 – 2015