

PROFILE SUMMARY

Senior Product Designer with 7+ years leading end-to-end design for enterprise, data-rich products in FinTech, Wealth Management, and SaaS. I've built design systems used across multiple product lines, redesigned high-stakes financial workflows (consent, authentication, portfolio dashboards), and driven measurable outcomes — including a 32% improvement in recruiter workflow efficiency and a 15% faster design-to-development cycle on BI dashboards. I use AI-assisted tools like Claude Code, Cursor, and Figma AI to accelerate prototyping and design-to-code workflows, and partner directly with Product and Engineering leadership to translate ambiguous problems into shippable, accessible, WCAG-compliant interfaces, mentoring designers on systems thinking and craft along the way.

WORK EXPERIENCE

- SENIOR PRODUCT DESIGNER

LMS / EdTech Domain | Aug 2025 – May 2026

KnowledgeCity / Remote

- Led end-to-end redesign of course creation, enrollment, and reporting workflows for LMS admin and learner portals across 4 MENA-region clients, reducing course-setup time by 20% and increasing task completion by 18%.
 - Owned UX strategy and experience direction for 6 feature launches, aligning stakeholders, product managers, and engineers on user and business outcomes.
 - Designed accessible, WCAG 2.1 AA-compliant web and mobile interfaces for diverse regional user groups, reducing usability friction and support tickets across the learner journey by an estimated 15%.
 - Used Claude Code, Cursor, and Figma AI to accelerate prototyping and design-to-code handoff, cutting prototype turnaround time by roughly 30% and enabling faster stakeholder validation cycles.
 - Produced information architecture, workflows, wireframes, prototypes, and interaction specs that minimized engineering rework across distributed teams, reducing handoff clarification requests by an estimated 25%.
 - Built and scaled cross-platform component libraries and design systems for enterprise LMS products, improving design-to-development consistency and velocity across 4 client implementations.
 - Conducted usability evaluations using Hotjar and analytics data, identifying friction points that, once redesigned, increased feature adoption by 22% and improved navigation clarity.
- USER EXPERIENCE DESIGNER

Telecom, Financial Services & Wealth Management | Feb 2023 – Aug 2025

Incedo Inc / Chennai

- Designed enterprise telecom platforms covering maintenance scheduling, work-order management, approval workflows, and admin dashboards for operations teams, translating complex asset, job-status, and dependency data into clear, task-focused UI patterns.
 - Designed role-based access, secure authentication, and multi-step approval flows aligned with enterprise telecom security and compliance standards; applied the same pattern to Open Finance consent flows, reducing consent drop-off by an estimated 18% across 5 integrated partners.
 - Designed investment dashboards, portfolio insights, and wealth management flows supporting an estimated 50,000+ active users across 8 portfolio products, translating large financial datasets into clear visualization patterns that reduced time-to-insight by an estimated 25%.
 - Led UX discovery and validation through stakeholder discussions, journey mapping, and heuristic evaluations across telecom and financial workflows, directly informing 10+ shipped redesigns across 6 product areas.
 - Contributed reusable components across telecom and financial design systems, cutting new-screen design time by an estimated 30% and increasing cross-team component reuse.
 - Mentored 3 junior designers over 18 months; partnered with PMs and architects to define UX strategy, supported engineering through design QA and interaction-level specs.
- SENIOR ASSOCIATE UX DESIGNER

Data & Analytics & BI Products | Aug 2022 – Feb 2023

Tiger Analytics / Chennai

- Designed a global Marketing Spend & Expense Analytics Dashboard used by 50+ executives, improving reporting efficiency and decision-making speed.
 - Facilitated requirement workshops with Data Science and BI engineering teams, achieving 95% design-to-development accuracy across deliverables.
 - Delivered wireframes, prototypes, data flows, and interaction guidelines for BI dashboards supporting predictive and assistive analytics for enterprise users.
 - Introduced usability validation steps into the design process, improving design iteration cycles by 15%.

WORK EXPERIENCE

- USER EXPERIENCE DESIGNER

Recruiting Platform & ATS Systems | Aug 2019 – Jul 2022

Abotts Consulting Inc / Chennai

- Owned UX for an enterprise ATS platform, designing recruiter workflows, pipelines, evaluation modules, and candidate journeys used by 100+ recruiters.
 - Improved recruiter efficiency by 32% through simplified flows and optimized interaction patterns, measured via reduced task completion time.
 - Created foundational design system components adopted across 5 internal applications, ensuring UI consistency and reducing design debt.
 - Delivered prototypes, behavior specs, and implementation documentation that reduced engineering clarification requests by an estimated 20%.
- USER EXPERIENCE DESIGNER

Aquaculture | Feb 2019 – Jul 2019

Hexolabs Interactive Tech Pvt. Ltd / Chennai

- Designed intuitive mobile-first experiences with clear flows, interaction patterns, and usability-driven layouts.
 - Delivered complete prototypes, journey flows, and pixel-ready interfaces.
- UX DESIGN INTERN

Event Management | Oct 2018 – Jan 2019

UX Mint Design Research Lab / Chennai

- Supported research, wireframes, and UI design for web and mobile products across diverse industries.
 - Learned and applied user-centered design, heuristic evaluation, and usability testing in real-world project environments.

EDUCATION

- B.TECH — ELECTRONICS & COMMUNICATION ENGINEERING

2013 – 2016

Periyar Maniammai University / Thanjavur
- DIPLOMA — COMPUTER TECHNOLOGY

2009 – 2013

Shanmuga Polytechnic College / Thanjavur

CORE SKILLS

UX & Product Strategy: User Research, Journey Mapping, Persona Development, Information Architecture, Problem Framing, Task Flows, Wireframing, Usability Testing, Heuristic Evaluation, Data-Driven Decision Making, A/B Testing, OKRs/KPIs

UI & Interaction Design: High-Fidelity UI, Micro-interactions, Transition Patterns, Interaction Specs, Visual Hierarchy, Accessibility (WCAG 2.1 AA), Dashboard & Data Visualization Design

Design Systems: Design Tokens, Figma Variables, Components & Variants, Responsive Grids, Interaction Rules, System Governance, Documentation, Storybook Collaboration, Multi-Platform Consistency

Tools: Figma, FigJam, Illustrator, Photoshop, Miro, Jira, Confluence, Hotjar, Google Analytics, Power BI, Storybook, Maze, ProtoPie (basic)
AI-Assisted Design & Development: Claude Code, Cursor, OpenAI Codex, v0, Figma AI — used for rapid prototyping, design-to-code handoff, and AI-assisted UX workflows

Leadership & Collaboration: Cross-Functional Leadership, Mentoring Junior Designers, Leading Workshops, Design Critique Facilitation, Stakeholder Management, Agile/Scrum, Roadmap Ownership

Tech Collaboration: Basic understanding of HTML, CSS, JavaScript, Angular, React for feasibility & dev alignment

LEADERSHIP & MENTORSHIP

- Mentored 5+ designers across 3 teams on UX process, interaction design, design systems, tokens, accessibility, and system thinking, improving system-wide design quality.
- Led design critiques and raised design quality standards across 4 product teams.
- Facilitated cross-functional discovery workshops, ideation sessions, and alignment meetings with Product, Engineering, and Data Science stakeholders.
- Partnered with PMs to define product roadmaps, success metrics, and UX priorities across 6+ product lines.