

Senior Product Designer

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B2B & B2C · Enterprise SaaS · FinTech · EdTech · Telecom
Product Strategy · Design Systems · AI-Assisted Design

www.dhinaharan.in

PROFILE SUMMARY

Senior Product Designer with **7+ years of experience** designing enterprise SaaS products across FinTech, EdTech, telecom, analytics, and HRTech. Skilled in **product strategy, complex workflow design, UX research, and design systems** — partnering closely with Product and Engineering, with hands-on **AI-assisted development experience**, to turn complex requirements into scalable experiences.

CORE SKILLS

- Product Design & Strategy:** Product Design, Product Strategy, Product Discovery, 0→1 Product Design, End-to-End Product Design, B2B Products, B2C Products, SaaS, Enterprise Products, Systems Thinking, Interaction Design, Information Architecture, User Flows, Task Flows, Wireframing, Prototyping
- Research & Validation:** User Research, User Interviews, Research Synthesis, Journey Mapping, Persona Development, Usability Testing, A/B Testing, Heuristic Evaluation, Competitive Analysis, Design Validation
- UI & Interaction Design** — Web & Mobile Design, High-Fidelity UI, Visual Hierarchy, Micro-interactions, Responsive Design, RTL Design, Bilingual UX/UI, Dashboard & Data Visualization
- Design Systems & Accessibility:** Design Systems, Design Tokens, Components & Variants, Design System Governance, Storybook Collaboration, Multi-platform Consistency, Design QA, Accessibility (WCAG 2.2 AA)
- Leadership & Collaboration:** Mentoring, Design Reviews & Critiques, Engineering Collaboration, Stakeholder Management, Stakeholder Communication, Cross-functional Collaboration, Agile/Scrum
- AI & Design Engineering:** AI-Assisted Product Design & Development, AI-Assisted Prototyping, Design-to-Development Workflows, Claude Code, Cursor, ChatGPT, v0, Figma Make, Codex, Google Flow
- Tools & Technical:** Figma, FigJam, Adobe XD, Sketch, Miro, UserTesting, Jira, Confluence, Notion, Hotjar, Google Analytics, Power BI, Adobe Creative Suite, HTML, CSS, JavaScript, React, Angular, Tailwind CSS, Git, GitHub, Vercel

WORK EXPERIENCE

KNOWLEDGECITY — SENIOR PRODUCT DESIGNER

Enterprise SaaS · LMS / EdTech | Remote | Aug 2025 – May 2026

- Led **end-to-end product design** across KnowledgeCity’s **enterprise LMS**, designing complex **admin and learner workflows** across course management and digital learning experiences.
- Redesigned a complex **course-versioning workflow**, cutting **task-completion time by 40%** while preserving learner progress across version updates, from product discovery through shipped UI.
- Collaborated cross-functionally with **Product Owners, Engineers, QA, and business stakeholders** across requirements, product decisions, technical feasibility, and implementation to deliver enterprise LMS experiences.
- **Mentored 2 designers** through design reviews and feedback.
- Worked hands-on as a **Product Engineer**, using **Claude Code end-to-end for design, development, and deployment** to build and ship the **AI Course Reels** feature.

INCEDO — USER EXPERIENCE DESIGNER

Enterprise SaaS · Telecom · Banking / FinTech · Wealth Management | Chennai | Feb 2023 – Aug 2025

- Led **end-to-end UX and product design** across enterprise products for **Verizon, PNC Bank, and Steward Partners**, spanning telecom, banking / FinTech, and wealth management.
- Redesigned complex **Verizon telecom maintenance workflows**, enabling **33% faster form completion** and reducing **validation errors by 60%** through streamlined task flows and improved error handling.
- Designed **banking and wealth-management experiences for PNC Bank and Steward Partners**, translating complex financial and business requirements into intuitive information architecture, workflows, and interaction design.
- **Mentored 3 designers** through design reviews, feedback, and UX guidance, strengthening design quality and consistency across projects.

TIGER ANALYTICS — SENIOR ASSOCIATE UX DESIGNER

Analytics · Data Visualization | Chennai | Aug 2022 – Feb 2023

- Designed **data-heavy Power BI dashboards for Mars**, translating complex **global marketing-spend and business data** into decision-support views for performance and planning teams — partnering directly with **Data Science and BI Engineering** on requirements and data flow.

ABOTTS CONSULTING INC. — UX/UI DESIGNER.

HRTech · Applicant Tracking System (ATS) | Chennai | Aug 2019 – Jul 2022

- Led **0→1 product design** for an enterprise **Applicant Tracking System (ATS)** used by **100+ recruiters**, establishing the product's UX foundation and taking core recruitment workflows from early concepts to a shipped web and mobile experience.
- Improved core recruiter **task efficiency by 32%** through streamlined workflows and interaction design.
- Built a reusable **design system** adopted across **2 internal applications**, improving UI consistency and design scalability.

HEXOLABS — UX/UI DESIGNER.

Aquaculture · Mobile & Admin Platform | Chennai | Feb 2019 – Jul 2019

- Designed **mobile and admin products for the aquaculture industry**, creating digital experiences for **farm owners and lab technicians**.

UX MINT — UX DESIGN INTERN

E-commerce | Chennai | Oct 2018 – Jan 2019

- Supported **user research and interviews** for an **e-commerce product**, translating insights into information architecture, conceptual models, wireframes, UI design, and prototypes.

EDUCATION

B.TECH — ELECTRONICS & COMMUNICATION ENGINEERING

Periyar Maniammai University, Thanjavur · 2013–2016

DIPLOMA — COMPUTER TECHNOLOGY

Shanmuga Polytechnic College, Thanjavur · 2009–2013