

VASANTH RAMACHANDRAN

PRODUCT DESIGNER | DESIGN SYSTEM

PORTFOLIO

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CONTACT

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SKILLS

Experience & Interface Design
Design Systems
User Research
Usability Testing
Agile Framework
Interactive Prototyping
Design Engineering
HTML & CSS
React Basics

TOOLBOX

Figma & FigJam
Jira
Token Studio
Storybook
VS Code

EDUCATION

Arena Multimedia

B.Sc. Multimedia and Animation

Design System University

Design and Engineering

Maven

Advanced Figma Training

ASK ME ABOUT

crafting perfect travel itineraries
cheap backpacking tips
must-visit hidden gems
kid-friendly destinations

WORK

Staff Product Designer

Outreach • Jul 2024 - Present

Designed scalable product solutions and led the development of the **AI Prospecting Agent**, enhancing automation & user interactions. Conducted extensive research and usability testing to refine workflows and improve efficiency. Worked closely with cross-functional teams to align design with business goals while maintaining and evolving the **design system** for consistency.

Lead Product Designer

Jio Finance • Jan 2023 - Jun 2024

Led **Jio Loans** and **Jio Pay** end-to-end solutioning, designing seamless financial experiences for millions of users. Focused on simplifying complex workflows, ensuring accessibility, and optimizing usability. Worked closely with engineering, product, and business teams to create a **scalable design** framework.

Senior Product Designer

Appsmith • Oct 2018 – Dec 2022

Developed **Color Algorithms**, Token Structures, and the Canvas UI & **Interaction Model**, improving design scalability and user experience. Optimized UI/UX for low-code tools through extensive research, prototyping, and accessibility enhancements. Created a **structured design system** that streamlined workflows for developers.

Senior Product Designer

Upstrategy Labs • Nov 2016 – Sep 2018

Redesigned SaaS products to improve usability, engagement, and overall experience. User flows, wireframes, and high-fidelity prototypes

UI / UX Designer

Mahindra • Apr 2014 – Oct 2016

Designed enterprise applications with a focus on operational efficiency and responsive, mobile-first interfaces. Collaborated with developers to refine interactions and ensure seamless implementation.

UX Designer

Kutung Designer • May 2012 – Apr 2014

Worked on UX research, strategy, and design to create intuitive digital experiences. Developed wireframes, prototypes, and a design system to maintain consistency.