

VASANTH RAMACHANDRAN

LEAD PRODUCT DESIGNER · DESIGN SYSTEMS · DESIGN ENGINEERING

12+ years of experience building complex products and scalable design systems. Bridging design and engineering to improve quality, consistency, and speed to ship.

PORTFOLIO

www.vasanthfolio.com

CONTACT

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SKILLS

Product & Interaction Design
Design Systems
User Research
Usability Testing
Interactive Prototyping
Design Engineering
AI Design & Development Workflows

TOOLBOX

Figma & FigJam
Codex + Claude
Storybook
VS Code
Variable Visualizer

EDUCATION

Arena Multimedia
B.Sc. Multimedia and Animation

Design System University
Design and Engineering

Maven
Advanced Figma Training

ASK ME ABOUT

Travel planning · Backpacking ·
Hidden gems · Kid-friendly travel

WORK

Lead Product Designer

Jio Finance · Jul 2024 - Present

Leading product design across Jio Finance, spanning Home, Loans, Finance, Tax and Explore. Building scalable financial patterns and evolving the design system while bridging design and engineering to improve consistency and speed to ship.

Staff Product Designer

Outreach · Jan 2023 – Jun 2024

Designed AI-powered prospecting experiences and evolved the product design system across complex sales workflows. Used research and usability testing to simplify interactions and improve product consistency.

Senior Product Designer

Appsmith · Oct 2018 – Dec 2022

Designed core experiences for Appsmith's low-code builder, including Canvas UI and interaction patterns. Led design-system work across tokens, color algorithms and reusable components, working closely with engineering to improve scalability and consistency.

Senior Product Designer

Upstrategy Labs · Nov 2016 – Sep 2018

Designed and redesigned SaaS products to improve usability, engagement, and overall product experience. Created user flows, wireframes, interaction models, and high-fidelity prototypes.

UI/UX Designer

Mahindra · Apr 2014 – Oct 2016

Designed enterprise applications focused on operational efficiency and responsive, mobile-first experiences. Collaborated closely with developers to refine interactions and ensure high-quality implementation.

UX Designer

Kutung Design Labs · May 2012 – Apr 2014

Worked across UX research, strategy, and interface design to create intuitive digital experiences. Developed wireframes, prototypes, and reusable design patterns to maintain consistency across products.