

## Summary

9 years designing complex B2B SaaS products in the rewards and enterprise space — from early product decisions to scaled, AI-native systems. At Xoxoday, I am **leading design** across the organisation: **shaping product direction** with founders, owning the **design system since inception**, and leading the shift to **AI-native product development**, across a platform **servicing 8,000+ enterprise clients and 65M users**. I operate from **strategy to production**: defining problems, building scalable foundations, and closing the gap between design and what ships.

## Experience

Jan 2019 – Present (~7 years)

### Senior Product Designer — Xoxoday

Multi-product SaaS for rewards, incentives & loyalty · 8,000+ enterprise clients · 65M users · 55+ countries

#### Design Leadership & Org

- **Leading design** across the organisation, work directly with founders on product direction, platform strategy, and design quality across all products and marketing, **without a design director layer above**
- Part of the design function since inception; shaped how design operates as the org scaled to **9–15 designers** across product and marketing
- Define team ownership models, quality standards, and **design-to-engineering operating model** across 4–5 products, setting the quality bar, feedback culture, and cross-functional design expectations
- **Mentor designers** across product and marketing; shifted the team's approach from screen-level execution to systems thinking and design strategy, improving output quality and team independence
- Use activation data, drop-off analysis, and user feedback to **validate design direction** and prioritise work, deprioritising surface-level polish in favour of decisions that affect retention and activation

#### Core Product Design & Strategy

- **Lead end-to-end design of the enterprise admin platform** powering rewards, payments, onboarding, reporting, campaigns, and marketplace operations for 8,000+ clients across 55+ countries
- Own complex enterprise workflows across activation, financial operations, reward distribution, campaign management, reporting, and storefront configuration, **balancing user, business, and operational needs** at scale
- **Partner with founders, product, and engineers** on roadmap direction, platform architecture, prioritisation, and product tradeoffs, influencing what gets built and how the platform evolves
- Drive products from **problem definition to production**, shaping workflow structure, system behaviour, platform scalability, and operational efficiency across major product surfaces
- Re-architected onboarding and activation journeys, improving onboarding completion and **reducing early-stage drop-offs by ~70%**
- Redesigned enterprise payment, reconciliation, and reporting workflows, reducing **support dependency by ~25–35%** and improving operational clarity for enterprise teams
- Built scalable platform and system foundations across products, **improving consistency, reducing duplication, and accelerating development velocity** across teams

#### Design System & Infrastructure

- **Owned the design system since inception**, solely responsible for all decisions around token architecture, component library, patterns, contribution model, and governance across the organisation
- Define and maintain system structure: tokens, component states, variants, properties, and behaviours, **making design the source of truth**, not a reference
- Set contribution rules, documentation standards, and review mechanisms so the system **scales across teams without becoming a bottleneck**
- Drive adoption across design and engineering, embedding **system thinking** into how products are built day to day, replacing ad hoc pattern decisions with shared foundations
- Identified fragmentation across products as they scaled independently; led unification into a **single shared system** used by **20–30 engineers**, reducing duplicate frontend component effort by **~30–40%**

#### AI-Native Product Development

- **Pioneered the shift** from static design handoffs to AI-native product development, restructured the design system so AI tools operate on components and constraints, not pixels
- Mapped tokens and components **1:1 across Figma and code**, component contracts, states, variants, and validation rules, enabling engineers to build directly from the system using AI
- **Introduced validation layers** for AI outputs, ensuring visual parity, full state coverage, and functional correctness before reaching production
- **Led adoption** across design and engineering, ran working sessions, defined the workflow, and established the rules and constraints that let teams build with AI without breaking system integrity

#### Design Operations & Governance

- Established **design governance** across the organisation, Figma structure, contribution models, component ownership, and handoff workflows between design and engineering
- Defined design-to-engineering quality processes that reduced the gap between design intent and shipped output across 20–30 engineers
- Led **brand unification** across product, marketing, and web, visual consistency now enforced by the system, not managed case by case

Jun 2017 – Dec 2018 (1 yr 7 mos)

### UX/UI Designer — Gapoon

Home services marketplace · On-demand booking for home maintenance and repairs

- Owned end-to-end product design across user, vendor, and admin platforms, ensuring consistent user experiences
- Defined user flows, interaction patterns, and UI systems across web and mobile, improving usability and clarity

Mar 2017 – Jun 2017 (3 mos)

### UX/UI Designer — Algebra Analytics

Restaurant tech platform · Analytics and operations tools for the food industry

Designed product experiences for a restaurant operations platform, improving usability through clear user flows and interactions

## Expertise

Enterprise Product Design · B2B SaaS · Platform Design · Product Strategy · Design Systems · Design Language Systems · Token Architecture · Component Libraries · AI-Native Workflows · Design-Engineering Alignment · Design Org Leadership · Design Governance · Design Operations · Cross-Functional Leadership · Stakeholder Management · UX Architecture · Information Architecture · Interaction Design · Scalable Systems · Team Mentoring

## Education

2011 – 2015

### BE, Electronics & Instrumentation Engineering

Sathyabama University, Chennai