

Vignesh Gnanasekaran

Enterprise Product Design • AI Products • Complex Systems

13+ years building enterprise SaaS, AI and workflow products from discovery through delivery.

Pune, India • +91 9500 230 527 • b4u.vigneshg@gmail.com • linkedin.com/in/vigneshgnanasekaran • vigneshgnanasekaran.com

SUMMARY

Most of what I've shipped started before anyone wrote a brief for it – a CRM rules engine, a clinical AI scribe, a design system two teams still run on. 13+ years designing enterprise products across healthcare, CRM, SaaS, and AI – finding the ambiguous problem first, then shaping the product direction that turns it into something real. Work I've shipped runs inside a platform used by **250,000+ businesses**.

EXPERTISE

Product Strategy • Product Discovery • Enterprise UX • 0-to-1 Product Design • AI Product Experience • Design Systems • Complex Systems Design

EXPERIENCE

Associate Director, Product Design • Method / GlobalLogic

Aug 2025 – Present • Pune

- Identified where an **AI clinical scribe** needed product clarity most – the trust bar in a real exam room, not just usability – and defined the documentation and SOAP note workflows clinicians now rely on across a multi-team healthcare transformation.
- Defined the product approach for a national-scale immigration platform serving travelers from **71 visa-exempt countries** – replacing paperwork-based entry with a guided digital experience now under evaluation for a 2028 government rollout.
- Created alignment across product, design, and engineering teams spanning India, Mexico, and the US, enabling **consistent product direction** across multiple enterprise engagements.
- Influence product and design decisions with **VPs, global practice heads, and client leadership** on enterprise engagements, including AI-led initiatives.

Design Lead • Boomerang / BuyerAssist

Jun 2021 – Feb 2025 • Pune

- Conceived the strategy behind **three 0-to-1 AI products** – Persona360, Warm Path, and Referral Engine – turning a contact's org history into routing intelligence that surfaced new pipeline from existing customer accounts.
- Built the design system that became the team's **default way of building** – replacing one-off screens across the product portfolio and removing handoff as a recurring friction point.
- Grew a team of **5 designers** (3 junior, 2 senior) while shipping alongside them.
- Partnered directly with the founders on investor and customer conversations during the company's growth stage.

Founder / Product Design Lead • Scool Panda

May 2024 – Aug 2025 • Pune

- Founded and validated a **SaaS platform for preschool operations**, leading product strategy, UX, pricing, and go-to-market from idea to launch.

- Validated the problem with **50+ schools** before building. When adoption didn't match the pace validation suggested, made the disciplined call to wind the company down in 2025 and returned to enterprise product design.

Senior Product Designer · Zoho Corporation

Sep 2018 – Jun 2021 · Chennai

- Reframed Sales Motivator's hardcoded point system into a configurable CRM Rules Engine, driving adoption to **80+ existing and 50+ new customers** on a platform used by 250,000+ businesses.
- Identified and drove the ground-up redesign of **Zoho CRM's decade-old design system**, establishing it as the default way the team builds.
- Solo-designed the **CPQ Rule Builder** and its automation rule engine, simplifying complex sales configuration workflows.
- Mentored a team of 3 product designers, raising the bar on systems thinking and design craft.

UI/UX Designer, Senior UX Designer · Pearson

Jul 2016 – Sep 2018 · Chennai

Designed mobile and web experience for global education platforms, while mentoring 2 junior designers.

EARLIER EXPERIENCE

- Invention Labs - UX Designer · 2015–2016
- Tringapps Research Labs - Creative Designer · 2014–2015
- InfoWave / Amerimed - Graphic Designer · 2012–2014

SIGNATURE WORK

- Identified a gap in how a time-zone-split team validated work before it reached the client, and built **Method's AI Design-Review Copilot** to close it – now adopted by 20+ designers across projects.
- **Zoho CRM Design System** – Identified and drove the overhaul of a decade-old design system nobody had touched, now used across the CRM product suite.

EDUCATION

Human Centered Design - UC San Diego / Coursera · 2015 Bachelor of Business Administration - Bharathidasan University · 2012