

Vignesh Gnanasekaran

Associate Director, Product Design · Product Strategy · Design Leadership

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SUMMARY

Product Design Leader with 13+ years of experience, including 8+ years leading and growing design teams, shaping complex digital products across enterprise SaaS, healthcare, AI, and education. I lead cross-geography design teams and work across product strategy and design leadership, helping teams simplify complex systems, navigate ambiguity, and turn business needs into clear product direction.

EXPERTISE

Product Design Leadership · Team Building & Design Hiring · Product Strategy · Enterprise UX · 0→1 Products · AI Product Experience · Design Systems · Stakeholder Alignment · Cross-functional & Cross-geography Leadership

EXPERIENCE

Associate Director, Product Design | Method / GlobalLogic

Aug 2025 – Present Pune

- Lead a cross-geography design team of 5–6 designers, including senior designers, across India, Mexico, and the US, owning team growth, coaching, and delivery quality.
- Shape product and design direction across complex global consulting engagements.
- Partner with product, engineering, and global stakeholders to align product decisions and delivery.
- Contribute to RFPs, business development, executive presentations, and AI-led design initiatives.

WebPT • Healthcare

- Designed complex clinical documentation and SOAP note workflows for rehabilitation professionals.
- Brought product clarity to evolving requirements across product, engineering, and design teams.

JESTA • Japan Immigration

- Simplified complex immigration and travel authorization workflows into a guided digital experience.
- Balanced modernization with government service and delivery constraints.

Founder / Product Design Lead | Scool Panda

Jan 2025 – Mar 2026 Pune

- Founded and shaped a 0→1 SaaS platform for preschool operations and parent communication.
- Owned product strategy, UX, platform capabilities, pricing, and early go-to-market direction.

Design Lead / Lead Product Designer | Boomerang / BuyerAssist

Jun 2021 – Feb 2025 Pune

- Built and led a team of 5 designers (3 junior, 2 senior), growing their careers and design craft while shipping 0→1 AI sales intelligence products.

- Shaped 0→1 product experiences across AI sales intelligence, warm referrals, and buyer collaboration.
- Led Persona360, Warm Path, and Referral Engine from concept through product delivery.
- Partnered with founders on product direction and demo readiness during the company's growth stage.
- Built scalable design systems used across the product portfolio.

Senior Product Designer | Zoho Corporation

Sep 2018 – Jun 2021 *Chennai*

- Led and managed a team of 3 product designers, mentoring on systems thinking and design craft.
- Designed and launched CPQ Rule Builder, simplifying complex sales configuration workflows.
- Created Sales Navigator experiences across the CRM ecosystem.
- Contributed to design systems used across the CRM product suite.

UI/UX Designer → Senior UX Designer | Pearson

Jul 2016 – Sep 2018 *Chennai*

- Managed 2 junior designers while designing mobile and web experiences for global education platforms.
- Led end-to-end experience design across complex learning workflows.

EARLIER EXPERIENCE

Invention Labs — UX Designer · 2015–2016

Tringapps Research Labs — Creative Designer · 2014–2015

InfoWave / Amerimed — Graphic Designer · 2012–2014

SELECTED INNOVATION

- AI UX Review Copilot — Built an AI-assisted experience for evaluating usability, accessibility, and design quality at scale.
- Scool Panda — Defined and shipped a 0→1 SaaS product from product strategy and UX through pricing and early market direction.

EDUCATION

Human Centered Design — UC San Diego / Coursera · 2015

Bachelor of Business Administration — Bharathidasan University · 2012