Vignesh Gnanasekaran

Product Design Lead | User Experience Strategist

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About Me

I am a passionate advocate for design's transformative power, with over 11 years of experience leading high-performing teams to craft innovative, user-centric digital experiences.

My career has been defined by my ability to align design strategies with business objectives, resulting in impactful products that drive growth and user satisfaction. As a design leader,

I excel at fostering collaboration, mentoring teams, and delivering exceptional solutions at the intersection of creativity and business impact.

Experience

Boomerang

Product Design Lead - June 2021 – Present

- Collaborate with founders to conceptualize innovative product ideas and define product roadmaps.
- Drive design strategy and integrate design principles seamlessly into the development process.
- Leading the development of a solution addressing key challenges for sales teams, projected to accelerate the company's Series A funding.
- Successfully led the redesign of the Influencer Map product, resulting in a 70% increase in user adoption and a 20% boost in sales.

Zoho Corporation

Senior Product Designer - 2018 Sep - June 2021

- Designed and delivered 10+ high-revenue features for CRM applications, ensuring scalability and usability across diverse use cases.
- Led the development and maintenance of the design system, collaborating with cross-functional teams to create solutions that align with customer needs and drive business growth.

Pearson

Senior UX Designer - 2016 July - 2018

Invention Labs Engineering Product Pvt Ltd.

UX Designer - April 2015 – July 2016

Tringapps Research Lab Private Limited

Creative Designer - December 2014 – March 2015

InfoWave Knowledgeware Pvt Ltd.

UX Designer -September 2013 – November 2014

Amerimed Tech India Pvt Ltd.

Graphic Designer - November 2012 – November 2014

Education

2015 | Coursera
Human Center Design
San Diago University

2012 | B.B.A
Bachelor of Business Administration
Bharadhidasan University