



Vignesh G

Principal Product Designer

Enterprise, AI & Complex Systems

About

Product designer and design leader with **13+ years of experience** across enterprise SaaS, 0→1 products, complex systems and AI-enabled workflows. Combines hands-on craft, systems thinking and leadership to turn ambiguity into scalable product experiences.

Areas of Expertise

- **Problem Framing** - Turning ambiguity into clear product direction
- **Complex Systems** - Simplifying enterprise workflows at scale
- **AI Product Experience** - Embedding AI into real user workflows
- **Design Systems** - Building scalable patterns for consistency and speed
- **Design × Engineering** - Bridging design intent with production-ready execution



Method/Global Logic

Associate Director, Product Design

Aug 2025 – Jul 2026

📍 Pune, India

- **WebPT** · Led product design for AI-enabled clinical workflows and Ambient Scribe experience
- **SPP** · Reimagined the experience architecture of a complex 20-year-old enterprise platform
- **JESTA** · Designed **Japan** digital-entry experience supporting 71 visa-exempt countries
- **AI Design Review** · Built AI-powered UX review tool adopted by 20+ designers across projects



Scool Panda

Founder & Product Designer

Feb 2025 – Jul 2025

📍 Pune, India

- Built a preschool communication platform from discovery through mobile and web product design.
- Validated product direction with 50+ schools, parents and educators; piloted with select volunteer schools.



Boomerang.ai

Founding Lead Product Designer

Jun 2021 – Jan 2025

📍 Pune, India

- Joined the founding design team and owned end-to-end product design in close partnership with three co-founders.
- Led three 0→1 products — Persona360, Warm Path and Referral Engine.
- Built and evolved the design system across the product portfolio.
- Delivered 60% less research · 35% higher outreach success · 2.5 weeks faster account penetration.



Zoho

Senior Product Designer

Sep 2018 – Jun 2021

📍 Chennai, India

- **CRM Rules Engine** · Transformed hardcoded sales logic into configurable workflows adopted across 130+ organizations.
- **Design System** - Led the ground-up redesign of Zoho CRM's decade-old design system
- **CPQ** - Designed rule builder & automation workflows for complex sales configuration

Earlier Experience

- Senior UX Designer · Pearson · July 2016 – Sep 2018
- UX Designer · Invention Labs · Apr 2015–Jul 2016
- Creative Designer · Tringapps · Dec 2014–Mar 2015
- Graphic / UI Designer · Infowave & Amerimed · Sep 2012 - Nov 2014

Contact



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Social

[LinkedIn Profile](#)

Product & Design

- Product Discovery & Strategy
- 0→1 Product Design
- Complex Workflow Design
- Systems & Interaction Design
- Enterprise SaaS
- AI Product Experience
- Design Systems
- Research, Prototyping & Validation

Leadership

- Design Direction
- Cross-functional Leadership
- Product–Engineering Collaboration
- Stakeholder Management
- Design Critique & Mentorship
- Team & Design Practice Development

Tools & AI

- Figma
- Cursor
- Claude
- ChatGPT
- Figma Make
- Lovable
- GitHub

Education

- **Human-Centered Design**
Coursera · 2015
- **Bachelor of Business Administration**
Bharathidasan University · 2012