

Senior Product Designer | Enterprise SaaS · Complex Workflows · Design Systems
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VISHNU CHANDRAKUMAR

Profile

Dubai-based Senior Product Designer with 6+ years of end-to-end experience designing complex SaaS and internal platform products across web, mobile, and desktop. Previously UX Lead for xFrame at Dassault Systèmes (cloud SaaS) and currently leading product design at ARX Smart Minds. Driven by craft, continuous user research, and the conviction that great design is what makes hard things feel effortless.

Core Skills

- **Complex SaaS & Platform Product Design:** End-to-end ownership, problem framing, user research, wireframing, high-fidelity visual design, prototyping, and developer handoff - across web, mobile, and desktop. Work Experience in data-dense, multi-stakeholder workflows.
- **User Research & Usability Testing:** Continuous discovery, qualitative interviews, usability sessions, and analytics-driven iteration. Translating user behavior and friction points into design changes that move real product metrics.
- **Cross-Functional Leadership & Influence:** UX Lead experience partnering with Product, Engineering, and stakeholders to shape roadmap, strategy, and execution. Driving alignment, championing craft, and leading design crits to elevate team output.
- **Data-Informed Iteration & Experimentation:** Using analytics, A/B testing, and qualitative research to inform design decisions and continuously improve product outcomes.
- **Advanced Tooling & AI:** Figma (Variables, Logic, Design Systems, Prototyping), Adobe Creative Suite, AI prototyping (Prompt Engineering, Cursor, LLMs), WCAG accessibility, Apple HIG and Material Design, front end fluency (HTML/CSS awareness).

Experience

Senior Product and Service Designer

ARX Smart Minds, Dubai | Mar 2025 - Present

- **Lead** end-to-end product design for a multidisciplinary internal platform used across the consultancy's global offices, connecting project management, business development, HR, and finance into a single system for effective resource management and profitability.
- **Designed** intelligent rostering and workload-management tools and complex financial data grids, turning dense operational and financial data into clear, scannable interfaces for high-stakes business decisions.
- **Owned the full design lifecycle:** Service blueprinting, user research, wireframing, prototyping, and developer handoff - partnering closely with engineering and product leadership across multiple workstreams.
- **Translated** ambiguous, multi-stakeholder requirements into elegant, scalable experiences that balance technical feasibility, regulatory awareness, and measured business value.

UX Design Specialist • UX Lead, xFrame

Dassault Systèmes (SolidWorks), India | Dec 2019 – Jan 2025

- **UX Lead for xFrame**, a cloud-based SaaS engineering product - owned end-to-end product design from user research through high-fidelity delivery, with iterative updates focused on measurable usability and business outcomes.
- **Designed across** multiple SaaS engineering products over 5+ years - defining design direction, information architecture, and interaction patterns for a globally-used user base.
- **Contributed to the 3DEXPERIENCE Cloud design system** at Dassault Systèmes, focusing on UX patterns for error recognition, diagnosis, and recovery across complex CAD workflows. Worked on creating scalable interaction patterns that improved usability and consistency across products.
- **Led** continuous usability research, qualitative interviews, and iterative concept validation -translating user behavior and friction points into design changes that measurably improved application efficiency and user performance.
- **Pioneered** AI/ML-driven UX patterns long before the recent AI wave - embedding predictive and generative flows into complex engineering workflows and demonstrating early conviction in evolving design practice.

Education

- **Master of Design (M.Des)** — Indian Institute of Technology (IIT) Guwahati, India
- **B.Tech in Mechanical Engineering** — Kerala University, India

Tools & Standards

Figma (Advanced Variables, Logic, Design Systems, Prototyping), Adobe Creative Suite, Miro, AI Prototyping (Prompt Engineering, Cursor, LLMs), Journey Mapping, WCAG Accessibility, Apple HIG & Material Design, HTML/CSS Awareness.

Upskill Roadmap

Currently expanding into performance marketing and conversion focused product thinking, exploring user acquisition funnels, ad behavior, engagement patterns, and campaign analytics across Meta Ads, Google Ads. Building a stronger understanding of how marketing, discovery, and UX work together to influence user decisions, retention, and platform growth.