

SENIOR PRODUCT & VISUAL DESIGNER

GANESHKUMAR

Design Systems • AI Design-to-Code • Enterprise B2B SaaS

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PROFILE

Senior Product Designer with 8+ years of experience designing enterprise B2B SaaS products. Lead end-to-end product design for Zoho SalesIQ, a customer engagement platform spanning live chat, chatbots, messaging, mobile SDKs, and WhatsApp. Redesigned the no-code chatbot builder, reducing customer setup time by 30%. Focus on bridging design and development through Figma variables, design tokens, Code Connect, and AI-assisted workflows using Claude and Figma MCP to streamline component development and accelerate delivery of production-ready UI.

EXPERIENCE

ZOHO CORPORATION • ZOHO SALESIQ • CHENNAI

SENIOR VISUAL DESIGNER - PRODUCT DESIGN • APR 2018 - PRESENT

- Lead end-to-end product design for Zoho SalesIQ across web, mobile SDK, and WhatsApp, from user research and discovery to launch.
- Maintain and evolve a design system of 48+ components using design tokens and Figma variables, supporting a 5-member engineering team across 20+ product modules.
- Introduced Figma MCP and Code Connect to bridge design and development, enabling reusable Figma libraries and production-ready UI components.
- Redesigned the Operator Console to simplify conversation management, improve information hierarchy, and support agents handling high chat volumes.
- Collaborate with product managers, engineers, and stakeholders to define requirements, conduct design reviews, and establish consistent product design practices.
- Use product analytics, user feedback, and research insights to refine experiences and improve usability and customer satisfaction.

VISUAL DESIGNER • JUL 2018 – AUG 2024

- Led the redesign of the Zobot no-code chatbot builder, reducing customer setup time by 30%.
- Conducted user research, usability testing, and customer feedback analysis to validate design decisions and improve core product experiences.
- Designed nine additional SalesIQ product areas end to end, covering key workflows and features (detailed on page 2).
- Created product walkthroughs and marketing videos showcased at Zoholics, partner events, and community meetups.

VISUAL DESIGNER (INTERN) • APR - JUL 2018

SKILLS

PRODUCT DESIGN

Core Product Design Skills: User Research, Usability Testing, Customer Feedback Analysis, Information Architecture, Interaction Design, Wireframing, Prototyping, Accessibility, Product Design Strategy.

DESIGN SYSTEMS

Design Systems: Component Libraries, Design Tokens, Figma Variables & Modes, Code Connect, Cross-Platform Design Consistency, Design System Governance.

AI-ASSISTED DESIGN

AI & Design Workflows: Generative AI for Ideation, AI-Assisted UX Research, Prompt Engineering, Figma MCP, AI-Powered Design-to-Code Workflows, Claude, ChatGPT, Figma AI.

COLLABORATION & LEADERSHIP

Leadership & Collaboration: Design Reviews & Critique, Product Design Best Practices, Stakeholder Management, Cross-Functional Collaboration, Product Manager & Engineering Alignment.

VISUAL & MOTION

Visual & Motion Design: UI Design, Visual Design, Brand Design, Motion Design, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Spline.

FRONT-END

HTML, CSS.

HIGHLIGHTS

30% reduction in chatbot setup time after the Zobot redesign

48+ components in the SalesIQ design system

10+ SalesIQ core product areas designed end to end

TOOLS

Figma • Photoshop • Illustrator • After Effects • Claude • ChatGPT • HTML | CSS

EDUCATION

BCA, Computer Applications, Kongu Arts and Science College (Bharathiar University)
2014 - 2017

Product contributions and certifications continue on page 2

PRODUCT DESIGN CONTRIBUTIONS

Designed 9+ product areas end to end over 8+ years, from research to launch, using a shared design system of 48+ reusable components.

- **Zobot: No-Code Chatbot Builder**

  Led the end-to-end design of Zobot, SalesIQ's no-code chatbot builder, enabling non-technical teams to build and publish bots using a drag-and-drop interface. Redesigned the builder to simplify setup and reduce customer setup time by 30%.

- **Operator Console: Customer Support Workspace**

  Redesigned the Operator Console for support teams handling high chat volumes, making conversations easier to manage and key information quicker to find.

- **Survey Integration & Feedback Collection**

  Designed the Zoho Survey integration to collect customer feedback through live chats, chatbot interactions, and follow-up workflows.

- **Rating & Feedback Redesign**

  Redesigned the Rating & Feedback experience with customisable rating options, personalised response flows, and no-code tools for creating branded feedback experiences.

- **Push Notifications**

  Designed web and mobile push notification campaigns, covering audience targeting, scheduling, and performance tracking.

- **Reports & Analytics Dashboard**

  Led the Reports Revamp, bringing customer engagement, support operations, chatbot performance, outbound campaigns, and live support metrics into one unified analytics experience.

- **Proactive Chat & Visitor Engagement**

  Designed proactive messaging experiences across web, mobile SDK, and WhatsApp, with built-in tracking for message delivery and customer responses.

- **Brand Identity & Visual Revamp**

  Redesigned Brand as a centralised self-service platform, helping teams manage shared business settings and configure web, mobile SDK, and WhatsApp channels independently without developer support.

- **Outbound Campaigns & Broadcast Messaging**

  Designed WhatsApp Broadcast Messaging to help teams create, schedule, and manage campaigns at scale, with built-in engagement analytics to track performance.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Uxcel: UX/UI Design Foundations

Introduction to UI Components • HTML for Designers

Continuous learning

UX Design, Visual Design, Design Systems, Accessibility, User Research, and AI for Designers.