

Hari Vershan S R

Product Design Lead | AI-Driven Product Design | Enterprise UX
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Professional Summary

Product Design Lead with 8+ years of experience designing enterprise SaaS platforms, AI-enabled tools, and scalable design systems. Experienced in UX strategy, product roadmapping, and cross-functional design leadership, delivering measurable outcomes such as 20% conversion improvement, 12% productivity gains, and 12x faster operational workflows. Specialised in AI-assisted product design using Claude Code, MCP integrations, and Figma-to-LLM pipelines across complex industries including HVAC, recycling, and enterprise digital platforms. Passionate about building products that simplify data-heavy workflows, drive product-market fit, and genuinely improve how people work.

Key Achievements

- Built an AI-powered HVAC estimation platform reducing quotation time by 12x
- Improved enterprise platform conversion rates by 20% through UX optimisation
- Increased product listing accuracy from 45% to 80% through workflow redesign
- Built scalable design systems reducing front-end development effort by 30%

Professional Experience

TechJays 09/2025 – Present | India
Product Design Lead

- Lead a 15 to 20 member cross-functional design team, establishing design standards, mentoring designers, and overseeing UX delivery across multiple enterprise product engagements.
- Built an AI-powered pricing estimation platform for the HVAC industry using Claude Code and LLM workflows, replacing manual quotation processes and delivering 12x faster sales estimates.
- Redesigned a reseller e-commerce content management system, increasing product listing accuracy from 45% to 80% through structured UX audit and workflow optimisation.
- Conducted UX research and usability testing for a global recycling firm CRM rollout, improving customer satisfaction to 4.2/5 and enabling smooth adoption across non-technical teams.
- Partnered with product and engineering leaders to define product strategy, feature priorities, and UX roadmaps aligned with business KPIs across concurrent product engagements.
- Established AI-driven design workflows using Figma-to-LLM pipelines, Claude Code, and MCP integrations, producing functional front-end views directly from design files and reducing design-to-development handoff time significantly.
- Led digital transformation for a leading HVAC manufacturer, replacing legacy AutoCAD-based drawing and variant-mapping workflows with a modern AI-assisted configuration platform.

Material+ (formerly Srijan) 05/2021 – 08/2025 | India (Remote)
Senior Product Designer

- Improved user experience across enterprise platforms through usability audits and UX redesigns, driving 20% conversion improvement and 12% increase in user productivity.
- Built scalable design systems improving accessibility, brand consistency, and reducing front-end development time by 30%.
- Led UX research initiatives including persona development, journey mapping, and top task analysis to guide data-informed product decisions.
- Presented product design strategies and interactive prototypes to executive and technical stakeholders to align vision and secure buy-in.
- Collaborated cross-functionally with product managers, engineers, and stakeholders using Figma, Sketch, and Adobe Creative Suite to deliver user-centred solutions.
- Contributed to Agile product development across sprint planning, user stories, and design reviews, iterating through continuous feedback loops across CMS platforms including Drupal and SharePoint.
- Mentored junior designers, fostering a culture of collaboration, feedback, and design excellence within the team.

Ugam Solutions Pvt Ltd 06/2017 – 03/2021 | Coimbatore
Associate Analyst

- Conducted statistical analysis across business units to generate data insights and business intelligence reports supporting organisational strategy.
- Managed website content integration and cross-department collaboration aligned with branding standards.

Freelance

05/2019 – 05/2022 | Coimbatore

UX/UI Designer

- Led UX and product design for startups and growing businesses from concept to launch across multiple client verticals.
- Designed user-centred digital experiences and marketing collaterals improving engagement and supporting customer acquisition.

Product Projects

Library Forge, AI Design System Platform

2025

- Designed and built a production-ready design system platform with AI-assisted workflows using Claude Code, enabling teams to generate component libraries, documentation, and design tokens faster for consistent UI adoption across projects.

Skills

Product & UX: Product Design | UX Strategy | Design Systems | Information Architecture | Journey Mapping | Usability Testing | Design Operations | Customer Journey Optimisation

Research & Insights: UX Research | User Interviews | Heuristic Evaluation | UX Audits | Data Analysis | A/B Testing | UX Metrics

Leadership & Strategy: Design Leadership | Product Strategy | Product Roadmap | Stakeholder Management | Cross-Functional Collaboration | Agile Methodology | Mentoring

Tools: Figma | Miro | Sketch | Framer | Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign, After Effects) | Claude Code | LLM Toolchains | SharePoint | Drupal | Power BI

Certifications

- Anthropic Claude Code, AI-Assisted Development · 2025
- Design Thinking Practitioner (DTP) · 2025
- Enterprise Design Thinking, IBM · 2025
- Design-Led Strategy: Design Thinking for Business Strategy and Entrepreneurship · 2024
- Experience Design Essential, Adobe XD UX/UI Design · 2020

Education

SNS College of Engineering

2014 – 2017 | Coimbatore

B.E, Electronics and Communication Engineering

Languages

English | Tamil | Kannada