Aravind Rangaswamy

Principal Product Designer | AI-Assisted Design Workflow | 0-1 Product Design | Design Systems

CONTACT
+1 669 225 8310
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PORTFOLIO
www.aravindrswamy.com

SKILLS
AI Prototyping · Product design · Design systems · Interaction design · Rapid prototyping · Visual design · User research · Usability testing

APPS
Claude Code · Chat GPT · MS Copilot · Figma · Pendo . Userpilot

CERTIFICATIONS
Certified Usability Analyst, HFI
Accessibility Certification, Apple

EDUCATION
Master of Technology, Electrical Engineering
Bachelor of Engineering, Electronics & Communications

AI-DRIVEN DESIGN INITIATIVES

- Built a Claude-based skill that enforces SonicWall's UUIF design system on AI-generated prototypes, letting PMs build and demo minor enhancements in the same look and feel as the core product — expediting delivery and improving the quality of customer feedback.
- Created a partner-feedback skill that simulates a defined MSP partner persona (25–75 tenant SonicWall admin) usability-testing a prototype inside Claude, returning severity-rated feedback so PMs can self-serve usability testing without scheduling live sessions.
- Developed a flow-coverage audit skill that checks a prototype against its required primary flows and edge cases before engineering handoff, and a companion skill that auto-generates dev/PM handoff documentation and annotated Figma flow diagrams — closing design-to-engineering gaps earlier and reducing rework.
- Used Claude to make direct, in-codebase design fixes and submit PRs for minor enhancements, clearing design debt that typically gets deprioritized during high-priority engineering cycles.

EXPERIENCE

Principal Product Designer • SonicWall • Feb 2024 - Present

- Leading 0-to-1 design for a net-new Zero Trust Platform SKU, unifying CSE, NSM, and Capture Client into one product experience; targeting March 2027 launch.
- Defining a new design system (UUIF) to unify 6 product surfaces into one Unified Management platform — including a typography overhaul across 25+ components and a documented modular type scale.
- Redesigned Unified Management's navigation, driven by 14 weeks of usage analytics and customer support case themes.
- Manage a team of 3 designers; set standards adopted across the broader design org.
- Demo prototypes directly to partners and incorporate feedback into product direction.
- Partner with 10 PMs, engineers, and executives on initiatives including SAMI (AI-driven alert triage) and a SonicWall identity-provider prototype built in the production codebase.

Product Designer • Productiv • Nov 2021 - Feb 2024

- Partnered with the CPO, PMs, and engineering leads to drive business growth and improve user experience.
- Designed a procurement solution automating contract renewals, driving a 20% ARR increase within 6 months.
- Redesigned the app to new brand guidelines and built a new design system, lifting NPS from -5 to +14.
- Shipped an online contract editor, a structured-data form builder, and a service request hub — streamlining workflows for customers and employees.
- Mentored a junior designer and an intern on UX principles and tools.
- Authored product help center content for new features.

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UX Designer (Contractor) • Apple • Oct 2014 - Nov 2021

- Conceptualized and designed a mobile and web application for Event Management, streamlining event planning and execution for Apple's sales team, and enhancing user experience through intuitive design.
- Spearheaded the design of the ML-based Transaction Reconciliation System, leveraging machine learning to automate transaction reconciliation, and conducted UX research, requirement gathering, and usability testing to validate design decisions and ensure a user-friendly interface.
- Designed a scalable Design System for Apple's channel sales team, ensuring consistency and cohesion across all products, and developed design documentation, usability testing, and design specifications for seamless implementation.
- Led UX design for Apple's channel sales team, driving projects such as Event Management, CRM, Sales Forecasting, and a cutting-edge ML-based Transaction Reconciliation System that automated transaction reconciliation.

EARLIER CAREER

UX Manager · Quest Global Services · 2013–2014

- Led a 20-member design team across 6 clients, including DBS Bank's award-winning banking tablet app.

Lead Designer · Tata Elxsi · 2012–2013

- Designed Panasonic Americas' gesture-based infotainment system, showcased at CES 2013.

Information Architect · Mphasis · 2010–2012

- Designed applications for World Bank, JP Morgan Chase, and Oracle.

UX Lead · SLK Software · 2008–2010

- Built tools for M&T Bank and Emerson; established a Usability Center of Excellence.

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