

Lokesh Maripally

Product Designer | 3.5+ Years | Enterprise SaaS • HRTech • FinTech • AI

Work Experience

Product Designer at Bayzat

Mar 2026 - Present • Remote

- Led UX, information architecture, and workflow design for Accounts Payable, Employee Expenses, and Accounts Receivable, simplifying financial operations for enterprise customers.
- Designed dashboards and end-to-end workflows that helped finance teams monitor transactions, approvals, and payment statuses with greater clarity.
- Partnered with Product Managers, Engineers, and business stakeholders from discovery through delivery to define requirements, validate solutions, and balance customer needs with technical constraints.
- Created interactive prototypes and supported implementation through design reviews, ensuring high-quality execution and iterative product improvements.

Keka HR

Product Designer

Aug 2024 - Feb 2026 • Hyderabad

- Led end-to-end design for AI-powered attrition analytics, enabling managers to identify at-risk employees through actionable insights and improve retention decisions.
- Conducted customer interviews with recruiters, hiring managers, and interviewers to uncover workflow bottlenecks and translate research findings into product opportunities.
- Designed a candidate self-scheduling experience by integrating interviewer availability, eliminating manual coordination and creating a faster interview booking process.
- Collaborated closely with Product Managers and Engineers to design scalable workflows, prototypes, and production-ready experiences while balancing business priorities and engineering constraints.
- Integrated multiple job boards and improved recruiter workflows, simplifying hiring operations and increasing job posting visibility.

Associate Product Designer

Nov 2022 - Aug 2024 • Hyderabad

- Led UX for the Hire ATS product, redesigning recruiter workflows from candidate sourcing to hiring through user research, journey mapping, and iterative design.
- Designed recruiter dashboards, candidate pipelines, and a no-code career portal builder that simplified hiring operations and improved recruiter and candidate experiences.
- Delivered rapid design solutions for customers at risk of churn, partnering with Customer Success to address usability challenges and improve product adoption.
- Collaborated with QA, Product Managers, and Engineers throughout implementation to improve product quality, resolve usability issues, and deliver reliable releases.
- Improved the overall hiring experience by reducing workflow friction, clarifying decision points, and enabling faster execution across recruiting teams.

Contact

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🌐 [Portfolio](#)

in [Linkedin](#)

🎨 [Dribbble](#)

Skills

- Product Design
- UX Design
- Interaction Design
- Dashboard Design
- Information Architecture
- User Flows
- Wire-framing
- Prototyping
- Design Systems
- User Research
- Usability Testing
- Figma
- Adobe xd
- AI
- AI Product Design
- AI Workflow Design
- AI Experiences

Education

B.tech(CSE), ACE Engineering College
Aug 2018 — Sep 2022