

TEJ KIRAN BESETTI

Product designer, 6+ years experience across SaaS, fintech, and Medtech based in Stockholm, Sweden.

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Tej Kiran Besetti

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WORK EXPERIENCES

Product Designer @ CtrlPrint

SEP 2023- PRESENT

Login Page Redesign: Redesigned the entire login flow, reducing Helpdesk load and increasing successful sign-ins.

Onboarding Flow Revamp: Rebuilt the onboarding journey end to end, dropping bounce rate by another 10% and getting more users to activation.

New Feature Implementations for Growth: Designed and shipped several growth-focused features, working directly with product and engineering from first sketch to release.

Scaling Design System: Built and established a unified design system adopted across multiple product teams, creating a shared component library and a faster, more consistent shipping workflow.

UX/UI Design Consultant @ Knightec

JUN 2021 – AUG 2023

Redesign of Scania internal web platform: Enhanced usability and aesthetic consistency across the internal platform, resulting in improved user engagement and brand coherence.

A/B Testing of Telia monitoring platform: Ran an A/B test on Telia's internal monitoring platform. The winning design got users to the right overview action on the first click 85% more often, cutting time wasted navigating.

HMI Designs from Concept to Completion: A device which monitors and controls the operating room table improving operational efficiency and enhancing the user experience for medical professionals.

UX/UI Designer @ Intellect Design Arena

AUG 2020 - MAY 2021

Optimised Mobile Banking UX: Redesigned the payment and onboarding flow for a leading bank in Singapore, cutting onboarding time by an estimated 20-30% and increasing customer conversion by improving clarity and reducing friction in key steps.

Reusable Design System: Developed a comprehensive, scalable design system with clear branding guidelines, enabling faster UI development and consistency across future designs.

Product Designer @ Electrolux

NOV 2019 - APRIL 2020

Implemented UX Enhancements: Collaborated with a design team to help create the NEXT GEN digital experience for the Electrolux Fabric Care 2020 project. Conducted a UX gap analysis and implemented enhancements to boost customer adoption and improve the overall digital experience.

Feature Design & User Adoption: Designed and implemented new features for the Electrolux Fabric Care mobile app, with a focus on increasing customer satisfaction

EDUCATION

KTH Royal Institute Of Technology

M.Sc in ICT Innovation specializing in Human Computer Interaction & Design

Indian Institute Of Information Technology And Manufacturing

B.Tech in Electronics & Communication Engineering

SKILLS

Design Processes

- Ideation and Workflows
- Rapid Prototyping using AI
- Wireframing
- A/B Testing

User Research

- Interviews & Surveys
- Perform LLM-powered research
- Generate insights with AI

Design & Analytics Tools

- Figma, Adobe XD
- Figma Make, UX Pilot, Lovable
- Balsamiq
- Dovetail, Matomo

Front-end

- HTML / CSS / JavaScript

Languages

- English
- Swedish

LLM integration tools

- Claude code
- Codex

CERTIFICATIONS

Interaction Design Foundation

- Agile Research & Management
- User Research -Best methods & Practices
- AI For Designers

DesignLab

- Data Driven Design
- AI for UX Designers

Figma Design Academy

- Advanced Figma Course