



Bharghavi Kirubasankar

Product Design Leader

heybharghavi@gmail.com

heybharghavi.com

+91 9962074914

I'm a Product Design Leader, with over 14 years of experience. My expertise lies in People Management, Strategy, and Operations. I help organizations in building high-performing UX teams, lead teams to develop superior products using thorough data and research and empower designers to progress in their careers

Work

Product Design Manager • Appsmith

July 2022- Apr 2024

Spearheaded the design strategy for the monetization engine, particularly focusing on paid features.

- Led some key projects such as Appsmith Workflows, Gitflows, Reusable Modules, Website Redesign, Appsmith Design System
- Directed roadmap research initiatives and facilitating opportunity identification for teams.
- Ensured successful activation and adoption of paid features.
- Supervised a team of 5 designers engaged in product, design systems, and marketing endeavors

Product Design Manager • Vedantu

Nov 2021- Jul 2022

Led Design Experiences for the Future of Modern Educational Revolution

- Directed the launch design efforts for Vprime, Vedantu's venture into self-directed tutorials.
- Collaborated with a diverse design team, including researchers, content writers, illustrators, UX designers, and visual designers.
- Managed design operations, overseeing key initiatives such as Design systems, Design process, Hiring Management, Performance appraisals, and Design tools management.
- Supervising a team of 3 Product Designers and 2 Program Managers

Design Leadership Skills

Organizational Influence

Outcome & Impact sharing • Employee experience improvements • Business Opportunity identification & Roadmap Research

Team

Allocation & Prioritization of resources • Career Coaching • Hiring Strategy • Performance reviews • Career development framework • Skill Assessments • Team gap analysis • People development

Execution

Design Critiques • UX Metrics • Design Operations • Design Quality Standards • Relationship Building • Guide IC work / coaching • User Research & Testing • Process Improvement • Product launch strategy • Project Management • Cross functional collaboration

Product Design Skills

Discovery & Research

Opportunity Maps • Problem validation • Problem prioritisation • Customer or User Journeys • User flows • Setting research outcomes • User Interviews • Data analysis • Research synthesis • Reports

Work (Contd.)

Lead Product Designer • Freshworks

Sep 2016-Mar 2021

Focused on crafting experiences for Freshservice, a state-of-the-art software designed for IT teams.

- Designed key features such as Employee Onboarding, Service Catalogue, Admin Settings and Custom Dashboard
- Spearheaded and designed the Asset Management module (ITAM) within Freshservice
- Responsibilities included conducting research, prototyping, visual design, UX writing, and creating marketing collateral for designed features.
- Providing mentorship to junior designers and leading crucial design initiatives within the team.

Associate Designer • Cognizant

Jul 2010 - Sep 2016

I had the privilege of contributing to numerous significant client projects, including those with Apple, Aetna Insurance, Hamleys, and various others. I was responsible for conducting stakeholder interviews, creating wireframes & visual designs and pitching design solutions to executives

Leadership Approach

- Prioritizing transparency, communication, and empowerment in leading my team.
- Fostering an environment where every team member feels valued, heard, and where open dialogue is encouraged.
- Guiding actions with clarity of purpose.
- Empowering the team by setting clear expectations and goals, and providing necessary support and resources.
- Leading by example, demonstrating integrity, accountability, and a commitment to continuous improvement.
- Nurturing a culture of collaboration and trust where diverse perspectives are welcomed, and collective excellence is pursued.

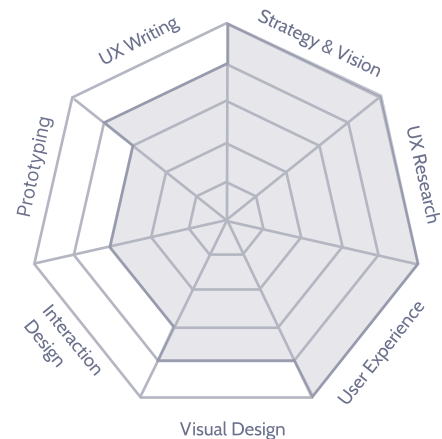
Product Design Skills (Contd.)

Design

Wireframes • Visual Design • Screen flows • Prototyping • Micro interactions • UX Writing

Measurement

Defining Success Metrics • Measuring and tracking success metrics • Conducting Retros



Education

Masters in Electronic Media •

CEG Guindy, Anna University

2008 -2010

Bachelors in Visual Communication •

Women's Christian College

2006 -2008

High School and Higher Secondary •

Church Park Presentation Convent

Until 2006

Certification

Certified Usability Analyst/ Human Factors International

Mar 2014 – Present • License 2015-5401