



JESAL CHITALIA

Product Builder — Operational Systems & AI Workflows

Toronto, ON • +1 902-401-9629 • jesalc@live.com • jesal.ai • linkedin.com/in/jesalc

SUMMARY

Systems-first Senior Product Designer with 7+ years designing enterprise analytics, reporting, permissions, and operational decision workflows across complex B2B SaaS. Best fit for products where trust, roles, and data density matter: turning ambiguity into clear workflows, decision artifacts, prototypes, and interfaces product and engineering teams can ship.

IMPACT HIGHLIGHTS

- Led UX across **15+** enterprise supply-chain modules supporting global retail operations.
- Designed exception-first inventory tooling surfacing **~\$2.1M** in potential stockout exposure while reducing issue-detection time by **60%**.
- Reduced investigation time from **4+ hours to ~90 minutes** across 1,749 SKUs and 20 distribution centres.
- Built reusable reporting and visualization patterns inside NIQ's Carbon-based design system, reducing report creation cycles from **~2 weeks to 3 days**.
- **Current Clio work:** reporting architecture, permissions, access consequences, multi-product workflows, product strategy, and signoff artifacts for legal/financial software.

EXPERIENCE

Clio - Contract Product Designer, Reporting & Permissions | Toronto, ON / Remote • 2026-Present

Legal/financial software contract focused on reporting architecture, permissions consequences, multi-product workflows, and product strategy artifacts.

- Mapped reporting access flows, edge cases, and permission consequences into decision trees, consequence maps, and signoff-ready artifacts.
- Translated ambiguous reporting logic into product strategy without exposing confidential platform details.
- Created reviewer-ready decision artifacts for product, engineering, and business alignment across complex workflow questions.
- Used Codex, Cursor, Claude, ChatGPT, Figma/MagicPath, and NotebookLM for source review, systems maps, prototypes, and implementation-facing handoff.

jesal.ai — Independent Product Builder | Toronto, ON • 2019 – Present

Independent practice spanning enterprise UX, AI-assisted systems, industrial market intelligence, procurement tooling, and rapid prototyping.

- **HRM Limited:** Designing an AI procurement intake workflow for an industrial engineering and automation firm — converting dense Invitations to Bid into structured RFQ summaries, review checklists, and draft quote responses
- **LKP Financial Intelligence:** UX consulting for a fintech platform that parses annual reports, classifies companies (Cash Rich vs Prospective Borrowers), and routes enriched leads into CRM — designing citation patterns, confidence indicators, and audit-trail logic for analysts making credit and underwriting decisions on incomplete evidence.
- **Petroleum, Commodity & Industrial Intelligence Research:** Built source-grounded market research across petroleum products and rare-earth sourcing — four petroleum segments sized, three hypotheses tested, tiered REE stocking framework, and regulatory constraint maps

NielsenIQ (NIQ) — Senior Product Designer | Toronto, ON • Feb 2021 – Nov 2024

Enterprise consumer intelligence platform | \$4.2B+ revenue | NYSE: NIQ

- Led UX across inventory, forecasting, vendor compliance, operational analytics, reporting, and export tooling used by enterprise retail operators globally.

- Shipped 15+ enterprise supply-chain modules covering inventory management, forecasting, reporting infrastructure, operational monitoring, and vendor-performance systems.
- Designed exception-first investigation patterns helping operators identify anomalies, stockout exposure, vendor risks, and operational bottlenecks earlier.
- Created a 3-level drill architecture across Product / Store / Distribution Centre views enabling faster operational analysis across large datasets.
- Embedded explainability patterns into forecasting experiences through confidence indicators, data lineage visibility, and model-assumption transparency.
- Built reusable dashboard, KPI, table, chart, filter, and drill-down patterns inside NIQ's Carbon-based design system.
- Partnered closely with product managers, engineers, BI teams, and data scientists to translate operational complexity into usable product experiences.

MindSea — Product Designer | Toronto, ON • Feb 2020 – Sep 2020

- Designed accessibility-first mobile and operational experiences across transportation, fisheries, and field-service environments.
- Worked across offline-first interactions, rugged-tablet interfaces, and regulated operational systems.
- Contributed to Government of Canada transit systems, LobTrak commercial fisheries tooling, and Portal.io proposal workflows.

Proposify — UI Designer | Halifax, NS • Jul 2018 – Aug 2019

- Contributed to core editor and onboarding redesign — reduced churn ~15% (~\$240K ARR), cut time-to-value from 12 days → 4 days, improved trial-to-paid conversion +18%, and lifted feature engagement +22%
- Shipped 6+ major SaaS features end-to-end, including signature workflows, form fields, commercial rule logic, audit trails, pricing model UX, pipeline views, and preview improvements
- Designed commercial workflow improvements across pricing, billing trials, upgrade/downgrade funnels, and account-state logic for proposal teams

SELECTED WORK & CURRENT PRACTICE

- **Vendor Decision System** → jesal.ai/vendor-scorecard
- **Inventory Efficiency Report** → jesal.ai/inventory-efficiency-report

CORE COMPETENCIES

Enterprise UX • Operational Tooling • Supply Chain Platforms • Reporting & Analytics • Data Visualization
 • Procurement Systems • Explainability UX • Human-in-the-Loop Systems • Investigation Flows • Information Architecture • Forecasting UX • KPI Architecture • Product Strategy • Cross-functional Collaboration

TOOLS

Design: Figma • Figma Make • MagicPath • FigJam | **AI & Prototyping:** Claude • Cursor • NotebookLM • ChatGPT • Gemini | **Code & Data:** Python (basic) • SQL (basic) • HTML/CSS • React (reading) • GitHub | **Ops & Delivery:** Notion • Jira/Confluence • Slack • Clay • Apollo | Design Systems: Carbon (NIQ) • Material Design • Apple HIG

EDUCATION

Master of Design (MDes), Experience Design — NSCAD University, Halifax • 2017–2018

UX/UI Fundamentals - Bloc.io, San Francisco • 2016

Bachelor of Design (BDes), Communication Design — Symbiosis Institute of Design, Pune • 2011-2015

CERTIFICATIONS

Agentic AI — DeepLearning.AI (Feb 2026) • **How to Measure UX & Design Impact** — Vitaly Friedman (Jun 2025)
 • **Data Analytics** — Coursera (Nov 2025) • **AI for Everyone** — DeepLearning.AI (May 2025)

COMMUNITY

DesignX Toronto (Organizer) • Design Leadership events • AI-Dev NYC (Volunteer)