

Edwin Fernandez

Product designer for complex tools used by experts · Enterprise, AI and design systems

Bengaluru, India · +91 99717 53351 · edwinmdes14@gmail.com

Portfolio: edwinsroopakalpanakal.com · LinkedIn: linkedin.com/in/chasingperfection

SUMMARY

Product designer with 5 years in digital product design, built on an industrial design foundation (M.Des, IIT Delhi), including two years as a Lead UX Designer leading a team of 3 designers. At Nutanix I redesigned the Log Analyser, the tool Site Reliability Engineers use to find root cause; in user acceptance testing with 45 SREs, time to root cause fell from 45–90 minutes to about 8. My consultancy work turned first projects into repeat business, including a news redesign that became Tamil Nadu's #1 online daily. I prototype in Claude and Cursor, and I wrote my studio's design system and UX analytics handbooks.

EXPERIENCE

UX Designer, Nutanix

Dec 2024 – Jun 2026

Enterprise hybrid-cloud platform

- Redesigned the Log Analyser, the internal tool Site Reliability Engineers use to analyse logs and find root cause, cutting time to root cause from 45–90 minutes to about 8 in user acceptance testing with 45 SREs across 405 logs and 55 combo bundles.
- Pushed for user acceptance testing before release, so measured task time, not opinion, became the basis for sign-off.
- Designed how operators work with AI recommendations: confidence cues, agent behaviour, and the points where a person reviews, accepts or overrides a suggestion.
- Built working prototypes in Claude and Cursor and tested them with engineers and ML partners before specs were written; added reusable AI interaction patterns to the platform's design language.

Lead UX Designer, f1Studioz

Sep 2022 – Sep 2024

Product design consultancy: enterprise SaaS, media, BFSI, retail

- Led a team of 3 designers across parallel client projects: set direction, reviewed their work and ran critiques. Wrote the studio's design system and UX analytics handbooks, and mentored designers through the Sarva programme (2021, 2022, 2024).
- Led the digital redesign of Dhinamani, which became the #1 online daily in Tamil Nadu; The New Indian Express Group then gave us Kannada Prabha and Samakalika Malayalam, where I scaled the same framework.
- Restructured the information architecture of Capillary's Loyalty Plus, a B2B loyalty platform used by retailers, partners and programme admins, using object-oriented UX; programme setup that had been spread across 6 separate screens now happens in a single flow.
- Led a team of 2 designers on the VERO MODA shopping app, from product discovery through checkout.

Senior UX Designer, f1Studioz

Sep 2021 – Sep 2022

- Led the full revamp of OneInsure, starting with the mobile app; the client brought us back for the OneInsure website and OneInsure Mutual Funds.
- Built the design system for Energy Exemplar's PLEXOS energy simulation platform: tokens, components and data-visualisation patterns across several product surfaces.
- Led teams of 2–3 designers on Kotak Life Insurance purchase, claims and policy flows, and redesigned Onebill's partner pricing dashboard using usability findings and analytics.

Product Designer, Wildcraft

Feb 2018 – Sep 2021

- Led design and development across 4 product categories from 2019 to 2021, including a 70-product soft-goods range contributing about ₹700 Cr in revenue over three years and the move into watches and trail-running shoes.
- Conceived the Virtual Mask Size Finder, a digital tool that supported mask sales during COVID-19.

Design Lead, Roadgods

Jun 2016 – Jul 2017

- Joined as a design intern and became Design Lead after two months; led development and launch of India's first anti-theft backpack in 2016, then developed 3 more products.
- Ran new product introduction, built the quality assurance process and brought the company into exhibitions.

EDUCATION

M.Des, Industrial Design, IIT Delhi (2014–2016) · B.Tech, Mechanical Engineering, University of Calicut (2009–2013)

SKILLS

Problem framing, research and usability testing, interaction design, information architecture, design systems, AI trust and human-in-the-loop patterns, prototyping in code · Figma, Claude, Cursor, v0