

RAMPRASANTH CHANDRAN

PRODUCT DESIGNER

Bengaluru | ramdesign.in | hello@ramdesign.in | +91 96883 10055 |

Multidisciplinary Product Designer with 6+ years of experience, blending deep visual design expertise with user-centered product thinking. Skilled in crafting scalable, intuitive solutions across CPaaS platforms, email tools, omnichannel systems, and AI-driven interfaces. Started as a Graphic Designer, gaining a strong foundation in visual storytelling before transitioning into full-cycle UX/UI and product roles. Known for cross-functional collaboration, high ownership, and ability to navigate ambiguity to deliver impactful solutions. Continuously upskilling with certifications in design thinking, product management, and AI in UX.

CORE STRENGTHS

- Cross-Functional & Global Team Collaboration
- Strong Ownership & Timely Execution
- Product Thinking & Scalable Design
- Agile & Lean Product Development
- Navigating Ambiguity with Structure
- End-to-End UX/UI Process
- Design System
- Stakeholder Management & Vendor Collaboration

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Balsamiq, Miro

UX Skills: User Research, Wireframing, Prototyping, Usability Testing, Information Architecture

UI Skills: Responsive Design, Visual Design, Interaction Design, Design Systems (Aqua)

AI Tools: ChatGPT, Claude, Perplexity, Figma Make, Lovable AI

Other Skills: Agile Methodology, Design Thinking, Architecture Diagrams, Vendor Management

PROFESSIONAL EXPERIENCE

Pinnacle Teleservices Pvt. Ltd. Lead - Product Designer | Bengaluru, India **Aug 2025 – Present**

- Leading UX and product design for 1SPOC, an AI-powered omnichannel communication platform integrating SMS, WhatsApp, RCS, Email, Voice, and AI-driven workflows.
- Designed and delivered enterprise-grade applications across SMS, Email, and Voice AI platforms, focusing on usability, scalability, and operational efficiency.
- Contributed to GoFlipo, a trust and security platform focused on SMS compliance, fraud prevention, and sender reputation management.
- Collaborate closely with Product Managers, Engineering teams, stakeholders, and leadership to define product strategy, workflows, and user experiences.
- Established scalable design patterns, UX standards, and reusable workflows across multiple products and communication channels.
- Lead design reviews, mentor team members, and drive cross-functional alignment from discovery through implementation.

- Designed key features across SendClean Marketing, API, Admin, and Super Admin platforms, improving usability and workflow efficiency.
- Led the design of drag-and-drop campaign builders for Email and Omnichannel platforms using the Aqua Design Framework.
- Conducted market research and competitor analysis to support product strategy and roadmap decisions.
- Redesigned administration workflows and delivered architecture diagrams to align Product, Engineering, and Business teams.
- Designed Email Verification experiences and collaborated with stakeholders and external vendors to deliver strategic initiatives.

Web Converts, UX UI Designer | Bengaluru, India

Feb 2023 – Aug 2023

- Led responsive design projects across web and mobile platforms.
- Conducted user research, created wireframes and prototypes, and collaborated with dev teams for seamless implementation.
- Delivered high-fidelity mockups and detailed design specifications aligned with business and user goals.
- Worked with internal teams to meet timelines while maintaining consistent design quality.

Buzzzcrafft, UI Design Lead | Bengaluru, India

Aug 2022 – Feb 2023

- Created user-focused designs and prototypes for responsive websites.
- Collaborated with clients and internal teams to align goals with design execution.
- Developed high-fidelity visuals including icons, illustrations, and branded graphics.
- Translated requirements into effective, user-friendly interfaces

Cloudbeaver, Graphic Designer | Hosur, India (Remote)

Feb 2020 – Aug 2021

- Designed social media creatives, marketing assets, banners, and brochures aligned with brand strategy.
- Produced short-form video content and improved brand engagement across platforms.
- Collaborated remotely with teams to ensure timely, high-quality asset delivery.

EDUCATION

Diploma in UX/UI Design

2021

Asian Institute of Design – Bangalore

Bachelor of Arts in English Literature

2014 – 2017

Jairam Arts & Science College – Salem

CERTIFICATIONS

- Enterprise Design Thinking – **IBM**
- Apply Design Thinking to AI – **IBM**
- Introduction to Product Management – **Pendo**
- AI for Product Management – **Pendo**
- The Radical Product Thinking – **Pendo**
- Product Discovery Certification – **Pendo**

LANGUAGES

- Tamil – Native
- English – Fluent
- Hindi – Basic