

KARTHIKEYAN MURALIDHARAN

Product Design Leader • UX Strategy • AI Assisted Development

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Product Design Leader with 17+ years in enterprise SaaS and B2B apps. Player-and-coach for web, native mobile and tablet (iOS, iPadOS, macOS, Android) with strong Copilot and LLMs experience. Help building design team, leads design systems, ships web, native Apple and Android experiences, and drives clear outcomes with prototypes, creative briefs, and framing memos. Comfortable working remote-first across time zones with engineering, PM, research teams.

Impact

- Built cross-app design systems (50+ components; 200+ at scale) that **reduced UI defects** and **cut delivery time by 60%** while improving consistency up to 70%.
- Reworked onboarding and cross-app flows; **drop-off reduced from 30% (daily) to 7% (monthly)**; **sign-ups increased by 19%**.
- Led tablet optimizations (split view, keyboard support, drag-and-drop) that **increased active usage** and improved creator workflow speed.
- At scale, design work supported **8M+ users / 50K+ businesses / 60M executions daily**, while **cutting dev efforts by 60%** across a portfolio of SaaS products.
- Explored Native/Local AI and LLM features implementation with prompt design and engineering that reached **92% output accuracy**.

Experience

Senior Product Design Manager — Zoho Corporation, Chennai, India

May 2012 – Aug 2022

- Managed and mentored a **7-member** design team; owned hiring, coaching, critique culture, and career growth.
- Led multi-app **design system** rollout (200+ components) serving **8M+ users / 50K+ businesses** thereby reducing **delivery time 60%**, and **inconsistencies by 70%**.
- Directed mobile/tablet design for enterprise workflows, increasing **engagement by 45%** and improved retention across key apps.
- Rebuilt onboarding and cross-app flows increasing **sign-ups by 19%** and reducing **drop-offs from 30% to 7%** through simpler IA and in-product guidance.
- Partnered with **PM, Engineering, Research, Data/ML, Marketing, Pre-Sales and Support** to ship high-impact releases, set quality bars for accessibility, usability, and performance.
- Created **prototypes** and narrative artifacts for senior leaders & management to drive strategy roadmap and resource alignment.

Product Highlights (selected):

- **Zoho Forms** — Native mobile form builder, **800K+ daily submissions**.
- **Zoho Creator** — Low-code platform, **60M+ executions/day**.
- **ServiceDesk Plus** — UX redesign, **CSAT increase by 40%**.
- **Zoho FSM** — Field service management adopted by **5K+ businesses**.
- **Zoho Projects** — New UI (Fluent Design System); **engagement increase by 45%**.
- **Zoho Sheet** — Real-time collaborative spreadsheet for **3M+ users**.

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Senior Process Executive (Web & Mobile UX) — Infosys Ltd., Chennai, India

Aug 2010 – Feb 2012

- Shipped **20K+** responsive pages across **18 languages** for Fortune 500 clients (e.g., Intel, Walmart, Boeing).
- Improved mobile accessibility **by 70%** and page load **by 40%** through front-end optimizations and standards.

Front-End Developer — Internet & Mobile Research Institute (IMRI), Bengaluru, India

Jun 2008 – Aug 2010

- Implemented early **mobile-first** patterns to reduce cross-browser issues **by 80%**
- Owned and authored UI standards

Core Competencies

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| • Generative AI | • Native AI Product Development | • Prompt Engineering |
| • AI/ML Product Integrations | • Product Strategy & Vision (B2B/B2C) | • Cross-functional Collaboration |
| • Design Thinking & Innovation | • User Experience (UX) Design | • OKR & KPI Management |
| • Native Mobile Design (iOS/Android) | • Information Architecture | • Design Systems & Architecture |
| • Revenue Growth Strategies | • User Research & Analytics | • Agile/Scrum Methodologies |

Skills & Tools

- **Platforms:** iOS, iPadOS, macOS, Web • Apple HIG • Android Design System • Fluent Design System
- **AI/LLM:** Local/Native AI • Apple Foundational Model • Prompt design engineering • Human-in-the-loop
- **Design:** Interaction design • Information architecture • Native Design systems • Accessibility (WCAG 2.2)
- **Prototyping:** Figma, Figma Make • Sketch • Invision • Mermaid AI
- **Build/IDE:** Dream viewer • Sublime text • VS Code • Xcode
- **Delivery:** GitHub • AWS • Jira • Agile/Scrum • A/B tests • PMF/PLG experiments

Awards

- Active Design Manager Award (2017)
- Game Changer Award (2015, 2016)

Certifications

- **AI Essentials Specialization** — Google Cloud, Oct 2025
- **Generative AI Leader** — Google Cloud, Jul 2025
- **Google UX Design Professional** — 2023
- **HTML/CSS/JavaScript** — Intel Corporation

Education

B.Sc., Computer Science — Vellore Institute of Technology (VIT), India