

RAKSHITH THYAGARAJ

PRODUCT DESIGNER

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SUMMARY

Experienced Product Designer with **4+ years** of expertise in designing **B2B and B2C** products across **SaaS, E-commerce, Gaming, Shopify, and Manufacturing** domains. Skilled in **interaction design, enterprise applications, and usability-focused design**, ensuring seamless user experiences. Proven ability to build design systems, optimize workflows, and enhance business processes through well-researched UX strategies. Proficient in **wireframing, prototyping, UX research, and user testing** to deliver user-centric solutions. Hands-on experience in Figma, Adobe Suite, and other industry-standard design tools

WORK EXPERIENCE

PRODUCT DESIGNER

QUESTT.AI

Mar 2025 - Present

- Designed an **AI conversation dashboard** for enterprise clients like House of Anita Dongre and NPCL, leading to successful client conversions and improved user engagement.
- Created intuitive Accounts Receivable and Payable interfaces that accelerated **POC delivery by 40%**, contributing directly to new business acquisition.
- Led the design and development of the company's website, improving usability and visual hierarchy across breakpoints.
- Developed a scalable **design system** and **brand identity guidelines** to ensure consistency across product and marketing teams, **reducing UI inconsistencies by over 60%**.

UX DESIGNER

TORRY HARRIS INTEGRATION SOLUTION

Jul 2022 - Present

- Designing an **Applicant Tracking System (ATS)** to optimize the recruitment workflow.
- Developed a **Design System** with **50+ reusable components**, improving design consistency and speeding up development.
- Designed multiple **enterprise applications**, ensuring a balance of functionality and aesthetics.
- Led the **OKR platform design**, enabling goal tracking for employees, with **4000+ objectives created in Q4 2023**.
- Designed "**Book My Meal**", an online meal booking system used by **500+ employees** daily, streamlining an outdated manual process.
- Developed a comprehensive **Employee Management System** that streamlined the shift creation and assignment process, resulting in improved accuracy for payment allowances across **200+ employees** each month

UI/UX DESIGNER

PIXIS.AI

Nov 2020 - Jul 2022

- Spearheaded the creation of personalized lead decks, resulting in **200+ decks with a 95%+ delivery efficiency**, playing a key role in converting global companies into Pixis clients.
- Collaborated with UX researchers, UI designers, and content writers to redesign the **company's website**.
- Curated **user flows** and **dashboard screens** for a cross-platform audience planner.
- Designed campaign manager dashboards using **RMF guidelines**, completing wireframes and high-fidelity mockups within **3 weeks**.

CERTIFICATIONS

IIIT B - Advanced Certification In UI UX Design

Jun 2025

Google UX Design Professional Certificate

Coursera - June 2020

Georgia Institute Of Technology - Introduction To User Experience Design

Coursera - June 2019

EDUCATION

Mechanical Engineering, BMS College Of Engineering, Bengaluru

June 2016 - August 2020

CGPA - 8.34

Computer Science, Deeksha, Bengaluru

June 2016 - August 2020

89.16%

SKILLS

BRANDING, INTERACTION DESIGN, PROTOTYPING, WIRE FRAMING,
USER JOURNEY, USER TESTING, UX RESEARCH, DESIGN SPRINTS, HTML (MID-LEVEL), CSS (MID-LEVEL)

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<https://www.rakshiththyagaraj.co.in/>