

VISHNU PRIYAN A J

Product Designer | Enterprise Products | AI Powered Workflows

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Product Designer with 3+ years in enterprise B2B products, specialising in AI powered workflows, complex data platforms, and multi-tenant systems across desktop and mobile. Known for end-to-end ownership from contextual research through to shipped product with measurable impact. Backed by a prior career in architecture that brings systems thinking, stakeholder rigour, and a designer who knows what it takes to get something fully built.

EXPERIENCE

Product Designer | **Motorq** | Mar 2024 to Present

Enterprise connected vehicle platform fleet analytics, org management, AI workflows, and mobile.

- Grew daily active adoption by **16X** by designing and shipping an enterprise natural language AI fleet assistant, utilizing conversational UX, trust signals, and human-in-the-loop interaction patterns.
- Led end to end interaction design across fleet analytics, multi-tenant organization models and role-based access control (RBAC) to ensure absolute data isolation and secure compliance across enterprise clients, self-service onboarding, and mobile owning the design backlog, sprint delivery, and stakeholder alignment.
- Built and maintained reusable component patterns within the product design system, ensuring consistency across desktop and mobile surfaces.
- Conducted contextual research and usability evaluations; synthesised findings into journey maps and prioritised opportunity areas that directly shaped roadmap decisions.
- Currently designing TCO, vehicle remarketing modules that extend Motorq into full asset lifecycle management, enabling fleets to track cost, resale value, and end of life salvage through a single connected platform.

UX Designer | **Cognizant Technology Solutions** | Sep 2022 to Feb 2024

Enterprise UX for BNY Mellon's asset management platforms; POCs for YONO SBI, Western Union, and Revolut.

- Modernised legacy financial platforms through stakeholder research, heuristic evaluations, and moderated usability testing closing measurable usability gaps in data dense, desktop first workflows.
- Applied design system components, interaction patterns, and accessibility standards consistently across complex financial interfaces in an Agile delivery model.
- Designed omnichannel experiences and GenAI assistant concepts for retail banking POCs and RFPs, contributing to new client proposals.

Design Architect | **WARP Architects & Spacescape Architects** | Aug 2016 to Dec 2019

Two architecture firms across commercial, residential, hospital, and industrial projects in Coimbatore and Chennai.

- Led cross functional teams from concept to build ready delivery across spatial and structural systems the foundation for systems thinking, stakeholder alignment, and rigorous design to engineering handoff now applied to product design.

SKILLS

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|-------------------|--|
| Design | Interaction Design, Information Architecture, Systems Thinking, Wireframing, Prototyping, Visual Design, Responsive Design (Desktop & Mobile), User Journey Maps |
| Research | Contextual Inquiry, Mental Models, Heuristic Evaluation, Usability Testing, Stakeholder Synthesis |
| Enterprise | Design Systems, Component Libraries, Agile / Lean UX, Accessibility (WCAG), User Stories |
| AI / Tech | AI/LLM Interaction Design, Natural Language UX, Conversational Interfaces, Human-in-the-Loop Patterns, Connected Vehicle Platforms |

Tools Figma, Adobe XD, Miro, Mural, FigJam, Adobe Creative Suite

AI Workflow Claude, Claude Code, Claude Design, Rovo, Figma Make daily use for rapid clickable prototype generation, early concept validation with stakeholders, and accelerating design to feedback cycles

EDUCATION

M.Des. Industrial Design · CGPA 8.24 | 2020 to 2022
School of Planning and Architecture, New Delhi

B.Arch. Architecture · CGPA 8.11 | 2011 to 2016
Tamilnadu School of Architecture, Coimbatore

CERTIFICATIONS

Product Design in AI · Human Centred Design (HFR&D) · Foundations of UX Design (Coursera) · Council of Architecture Licence CA/2016/79953