

Deepakkrishna Ramachandran

deepakkrishnar1618@gmail.com | +447823805699 | LinkedIn | Portfolio | Manchester, UK

Summary

Product Designer with 3+ years of experience delivering end-to-end design solutions for enterprise SaaS in global retail and operations platforms. Expert in scaling atomic design systems, conducting usability testing, and achieving WCAG 2.2 AAA accessibility. Specialised in simplifying complex B2B workflows, lead cross-functional teams, and drive commercial growth. Looking to creating intuitive, user-centric interfaces that balance operational efficiency with scalable technical architecture in fast-paced environments.

Experiences

Founding Designer and Strategist Mar 2025 — Jan 2026
AUXTAIL LTD Coventry, UK

- Led commercial strategy and market-entry valuation for EV hardware, optimising multi-channel funnels via product positioning and **securing a 50k pre-seed round** through data-driven planning.
- Conducted prototype trials and **market-saturation analysis** for the **2M+** sector, leveraging **reusable design patterns** to ensure complex workflows remain simple and intuitive for diverse user bases.
- Delivered **end-to-end design delivery** for a 3-month commercial sprint, mapping **UX standards** that project **100k revenue** and significant **safety and cost improvements** across supply-chain operations.
- Optimised design-led growth strategies across multiple countries, ensuring all **enterprise software** implementations adhere to high **UX standards** while maximising **speed and cost efficiency** for stakeholders.

Product Designer - Digital Retail Space Jul 2023 — Aug 2024
TEKION CORP Bangalore, India

- Managed an enterprise technical backlog of 208 tickets, **prioritising 74 high-impact features** spanning **end-to-end design delivery** for global deployments, achieving a **97% completion rate** across markets.
- Reduced user-search latency by 30% through **usability testing**, ensuring invoice-level cashiering workflows and audit-log infrastructures make complex enterprise workflows **simple and intuitive** to improve user task efficiency.
- Scaled an enterprise **design system using atomic-level governance** and **reusable design patterns**, significantly enhancing **speed and cost** metrics by streamlining design-to-dev handoff via Figma across platforms.
- Optimised accessibility to **WCAG 2.2 AAA compliance** and established **UX standards** for diverse user bases in over 50 countries, balancing **safety, speed, and cost** across all global interfaces.

Product Design Intern - Fixed and Variable Operations Jan 2023 — Jul 2023
TEKION CORP Bangalore, India

- Designed **OCR data-verification screens and human-in-the-loop bulk-action workflows** for **enterprise software**, **reducing data-entry time by 60%** and improving **speed and cost** across five pilot automotive dealership locations.
- Reverse-engineered an undocumented legacy module connecting Parts, Service, and Accounting through **systems mapping**, building **reusable design patterns** to ensure **end-to-end design delivery** grounded the entire product redesign.
- Executed functional **A/B testing of bulk-action UI workflows**, leveraging **UX standards** to translate dealership feedback into safeguards that **drove 27% operational efficiency gains** while maintaining **safety and speed**.
- Mapped complex, inter-departmental workflows into **simple and intuitive** interfaces for diverse user bases, ensuring enterprise tools remain efficient when deployed across varied global dealership operating environments.

Product Design Intern - Admin Control May 2022 — Jul 2022
VCONNEX SERVICES Coimbatore, India

- Created multi-tier **Information Architecture** for **enterprise software**, mapping **end-to-end workflows** to resolve 98% of scheduling use cases while **leading stakeholder workshops** for global deployments.
- Designed **reusable design patterns** to simplify complex tasks, **reducing daily completion time by 20%** through responsive components while maintaining strict **speed and cost** benchmarks.

Education

Master (Msc.) - Innovation and Entrepreneurship Sep 2024 — Sep 2025
University of Warwick Coventry, UK

Skills

Technical Skills : User Research, Wireframing & Prototyping, Design Systems, Information Architecture, Usability Testing, Interaction Design, A/B Testing, Journey Mapping, Accessibility (WCAG 2.2), Stakeholder Engagement, Design Quality Assurance, Design Handoff

Tools : Figma, Adobe Creative Cloud, Rive, Framer, Spline 3D, Blender 3D, Unity, Antigravity, Claude Design