

VK Ramachandran



Lead UX & Product Designer

Enterprise Platforms • Design Systems • AI-Assisted UX

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Portfolio: <https://ramachandran-design.com>

Professional Summary

Lead UX and Product Designer with 15+ years of experience designing and delivering complex digital products across banking, government, and enterprise platforms. Combines strong hands-on product design skills with the ability to lead initiatives, mentor designers, and collaborate closely with product and engineering teams. Experienced in owning end-to-end UX from discovery to delivery, simplifying complex workflows, and building scalable design systems that improve consistency and accessibility. Comfortable operating as an individual contributor, project owner, or design lead depending on the needs of the team and product.

Core Skills

- UX Strategy and Product Thinking
- End-to-End Product Design (Discovery, Flows, Wireframes, Prototypes)
- Enterprise and SaaS Product Design
- Design Systems and Accessibility (WCAG)
- Cross-functional Collaboration (Product, Engineering, Research)
- Stakeholder Communication and Design Storytelling
- Agile / Scrum Product Development
- Mentoring and Design Leadership
- User Research and Usability Testing
- AI-assisted Design Exploration and Rapid Prototyping

Tools

- Figma (Design Systems, Prototyping)
- Adobe Creative Cloud
- Jira and Confluence
- AI-assisted research and prototyping tools (ChatGPT, Claude, Figma AI)

- HTML, CSS, JavaScript (working knowledge)

Professional Experience

ANZ Bank — Lead Product & UX Designer

Bengaluru | 2015 – Present

- Lead UX design for enterprise banking platforms supporting commercial and institutional products.
- Define user journeys, interaction models, and interface patterns for complex financial workflows across web and mobile experiences.
- Collaborate closely with product managers and engineering teams to translate regulatory and business requirements into intuitive user experiences.
- Established and evolved an enterprise design system improving consistency, accessibility, and design-to-development efficiency.
- Mentor designers and contribute to raising UX standards across teams while remaining actively involved in hands-on design work.
- Facilitate design discussions with stakeholders and guide teams toward practical, user-centered solutions.

CrimsonLogic — Senior Lead UX & Product Designer

Singapore | 2007 – 2014

- Led a team of designers delivering large-scale enterprise and government digital platforms.
- Defined UX standards and accessibility practices to improve usability and consistency across services.
- Conducted user research and usability testing to inform product improvements and design decisions.
- Worked closely with policy, business, and technology teams to design effective digital services.

CrimsonLogic — Senior Product Designer

Bengaluru | 2005 – 2007

Designed enterprise and government workflow systems focusing on usability, information architecture, and task efficiency.

Earlier Career — Design & Creative Roles

Bengaluru | 1992 – 2005

Worked across visual design, digital media, and creative production roles, building a strong foundation in design thinking and communication.

Education & Certifications

Certified Usability Analyst (CUA) — Human Factors International

Fine Arts — National School of Arts, Kerala, India