



JAIGANESH S

Senior UX Lead

PRODUCT DESIGN | BRANDING | ART DIRECTION | AI EXPERIENCE DESIGN

EXECUTIVE SUMMARY

Senior UX Leader shaping digital products across enterprise SaaS, retail, and consumer platforms in the US and India. I build high-performing design organizations that ship faster and smarter — driving 25%+ engagement lifts, 40% faster delivery cycles, and 50% gains in UI consistency through scalable design systems. I bridge art, technology, and business strategy (Fine Arts + BCA + MBA) to turn complex workflows into products people love, and I embed AI into the design process to multiply team output without compromising craft.

CORE COMPETENCIES

Leadership & Strategy

Design Org Building
Team Mentorship & Hiring
Product & UX Strategy
Stakeholder Management
Roadmapping & Prioritization

UX & Product Craft

UX/UI Design
Design Systems at Scale
User Research & Testing
Prototyping & Interaction
Branding & Art Direction

AI, Tools & Business

AI-Assisted Design Workflows
Figma, FigJam, Adobe Creative Cloud
A/B Testing & Analytics
Digital Marketing
Rapid Prototyping & Ideation

PROFESSIONAL EXPERIENCE

Digit7

Mar 2022 – Present

Senior Manager — UX & Design

AI-driven retail & computer-vision technology company | Leading product design, branding

- Increased engagement ~25% by leading UX revamp and A/B testing on the company website, improving conversion flow and lifting user engagement.
- Improved task completion ~30% by directing UI/UX for customer-facing apps and admin platforms, reducing friction across core user journeys.
- Introduced AI-assisted workflows including prototyping in Figma plus prompt-based image and video ideation — reducing design turnaround ~40% and accelerating concept-to-ship velocity.
- Built an end-to-end branding system covering logo, product identity, and brand guidelines — standardizing the brand across digital, product, and offline channels.
- Designed pitch decks and campaign creatives for executive, investor, and board audiences — translating complex product strategy into clear visual narratives.
- Recognition: Digit7 Transformer Award (2022) for measurable impact on design velocity and brand transformation.

InfoVision Inc

Jan 2021 – Mar 2022

UX Group Sr. Architect

Global IT services firm | Enterprise UX for K-12 nutrition platform (PrimeroEdge)

- UX design for PrimeroEdge, used by cafeteria staff, district administrators, and nutritionists across US school districts.
- Reduced onboarding time ~35% by simplifying complex multi-step workflows for nontechnical operational users.
- Improved UI consistency ~50% by designing and rolling out a scalable design system across product modules, establishing reusable components and governance standards.
- Partnered with product managers, engineers, and domain experts to deliver user-centered enterprise solutions on tight release cycles.
- Drove usability improvements through user research, field observations, and stakeholder workshops — aligning product decisions with real-world operational needs across school districts.

Shanethatech.com

May 2017 – Dec 2020

Creative Consultant — UX & Branding

Digital product consultancy | UX, product design, and branding for web and mobile clients

- Designed end-to-end UX workflows and interfaces for web and mobile products including EatAppy admin dashboard and kitchen operations systems.
- Led and mentored a multidisciplinary design team — establishing design standards, review rituals, and scalable design frameworks.
- Developed branding systems, visual guidelines, and reusable component libraries for multiple client engagements.
- Improved website usability and performance through continuous UX enhancements and analytics-informed iteration.
- Delivered rapid prototyping and concept validation cycles, enabling faster decision-making and reducing time-to-market for multiple client products.



AWARDS & RECOGNITION

- Transformer Award, Digit7 (2022) – for driving measurable impact on design velocity and brand transformation at Digit7.
- Top Performer Award, Insoft.com (2012) – awarded for accelerating design delivery and spearheading a successful brand transformation.
- Iconic Mascot Design Award (2005) - for delivering a high-impact mascot design that elevated brand identity for a Canadian education platform.
- Featured in international and national-level design competitions, including 2nd Place, National Cartoon Contest – The New Indian Express (India).

CONNECT

-  [linkedin.com/in/jaigrafx](https://www.linkedin.com/in/jaigrafx)
-  [behance.net/designersjai](https://www.behance.net/designersjai)

CONTACT

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PORTFOLIO

-  www.jaidesigner.in

Memorable Merchandise

May 2015 – Apr 2017

Head of Graphics

Branded merchandise and campaign design studio

- Led design for campaign landing pages and product visuals, directly contributing to improved campaign performance and conversion.
- Managed and mentored an in-house design team, raising design quality, consistency, and delivery predictability.
- Delivered branding, product mockups, and marketing creatives aligned with client business goals.

Insoft.com

Sep 2006 – Apr 2015

Design Lead – UI & Graphics

Global digital services firm | UI, branding, and interactive content for international clients

- Partnered with client-service teams to translate business requirements and user needs into effective UI and brand design solutions.
- Designed UI components, branding assets, infographics, explainer videos, banners, and interactive content for global clients.
- Led design and front-end teams, ensuring on-time delivery and consistent quality standards across projects.

Studios & Agencies

2001 – 2006

Earlier Career – Visual Artist & Designer

- Built strong foundations in visual storytelling through T-shirt graphics, brochures, catalog design, 2D/3D character design, animation, and Flash game interfaces – the craft base that underpins two decades of product and brand work since.

EDUCATION

MBA, Digital Marketing

University of Mysore
2022 - 2025

Bachelor of Computer Applications (BCA)

Annamalai University
2003 - 2006

Diploma in Fine Arts

Bharathiar Palkalaikoodam
2005 - 2006

Diploma in Multimedia

Pentasoftware

TOOLS & TECHNOLOGIES

Design & Prototyping

Figma, FigJam, Adobe XD, Sketch, Framer, ProtoPie

Creative Suite

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Animate

AI & Ideation

ChatGPT, Midjourney, Figma AI plugins, prompt-based image & video tools

Collaboration & Delivery

Jira, Confluence, Notion, Miro, Slack