

Rohitth Padmanabhan

PRINCIPAL PRODUCT DESIGNER · HFI CUA

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6 Years

EXPERIENCE

05 Industries

PRODUCT BREADTH

AI + Enterprise + Fintech

SPECIALISATION

0 → 1 + Scale

PRODUCT STAGES

Principal Product Designer with nearly six years of experience designing fintech, AI-enabled products, enterprise SaaS platforms, and complex digital systems.

Turns ambiguous business, technical, and customer requirements into clear product strategy, scalable interaction models, and production-ready experiences. Experienced across zero-to-one product development, user research, enterprise workflows, rapid prototyping, visual design, and design systems.

EXPERIENCE

Prudent.AI

OCT 2025 - JUL 2026 · CHENNAI, INDIA

PRINCIPAL PRODUCT DESIGNER

AI powered mortgage eligibility and decisioning platform for enterprise underwriting teams.

- Led end to end design for mortgage eligibility, income analysis, borrower review, document intelligence, and underwriting decision workflows.
- Mentored designers and collaborated across product, engineering, and delivery teams to maintain consistent UX quality.
- Partnered with founders, product, engineering, delivery, and mortgage experts to translate complex lending rules into clear production ready experiences.

Dun

MAY 2025 - DEC 2025 · CHENNAI, INDIA

CO FOUNDER AND CHIEF DESIGN OFFICER

Built a suite of focused business tools that simplify team execution and AI assisted social publishing.

- Co-founded Dun and defined its product portfolio, market positioning, business model, brand, and go-to-market strategy across DunTasks and DunSocial.
- Drove customer discovery, sales, investor outreach, partnerships, pricing, and commercial storytelling alongside product development.

IppoPay

JUN 2024 – APR 2025 · CHENNAI, INDIA

SENIOR PRODUCT DESIGNER

Fintech and fraud intelligence products supporting enterprise risk and decision workflows.

- Established and led a three person product design team for Gosense.ai, shaping fraud intelligence dashboards, workflows, and decision states.
- Contributed to a 20% increase in product adoption through improved information architecture, interaction design, and visual clarity.
- Built scalable design foundations for Sense and partnered with founders to improve Tutelar's fraud risk management experience.

Spendflo

JUL 2023 – FEB 2024 · CHENNAI, INDIA

PRODUCT DESIGNER

Enterprise SaaS platform for procurement, spend management, approvals, and workflow automation.

- Designed the first generation of AI assisted procurement workflows and conversational interaction patterns.
- Redesigned Spendflo.com, contributing to a 30% reduction in bounce rate and a 25% increase in conversion rate.
- Designed procurement and approval journeys while strengthening design documentation and engineering collaboration through Zeroheight.

IDP Education

DEC 2022 – MAR 2023 · CHENNAI, INDIA

UX DESIGNER AND RESEARCHER

Global education platform supporting IELTS preparation, student counselling, university discovery, and international application journeys.

- Designed mobile first experiences across IELTS and international education journeys.
- Created the foundational design system for the IDP Fastlane MVP and conducted UX audits across IDP.com.
- Improved navigation and customer journeys through user flow analysis, sitemap evaluation, and A/B testing.

Caterpillar Inc.

NOV 2021 – NOV 2022 · CHENNAI, INDIA

UX DESIGNER

Enterprise industrial ecosystem supporting global dealers, customers, equipment operations, and data intensive business workflows.

- Designed data intensive enterprise applications across Caterpillar’s global dealer and customer ecosystem.
- Built reusable Figma components and Zeroheight documentation to improve consistency and developer adoption.
- Partnered with product, engineering, and research teams to define requirements and strengthen UX strategy.

INTERNSHIPS

Visual Design Intern @ Kissflow SEP 2021 - NOV 2021

UI/UX Design Intern @ F22 Labs NOV 2020 - MAY 2021

CERTIFICATIONS

HFI - CUA Human factors international MARCH 2021

Design Mortal Academy (YellowSlice) - UI/UX Certification AUG 2020 - OCT 2020

EDUCATION

BTech Mechanical - Pondicherry Technological University 2015 - 2020

SKILLS

Product Strategy ■ Design Validation ■ AI Product Design ■ Usability Evaluation

User Research ■ UX Audits ■ Information Architecture ■ Interaction Design ■ Wireframing

Rapid Prototyping ■ Visual Design ■ Agentic Experience Design ■ Usability Testing ■ A/B Testing

TOOLS

Figma	Jira	ChatGPT	MCP
FigJam	Confluence	Cursor	Framer AI
Framer	Miro	Lovable	Figma Make
Zeroheight	Claude Code	v0	
Notion	Relume	Higgsfield	