JAGADEESHU KANDIKUPPA
Product Designer | UX Architect | AI-Product Design

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PROFILE

UX Architect and Design Leader with 14+ years of experience designing enterprise SaaS, native mobile applications (iOS & Android), healthcare, fintech, and e-governance products. I lead UX strategy, product discovery, information architecture, and enterprise design systems end-to-end, transforming complex, high-stakes workflows into intuitive digital experiences across web and mobile platforms. Over the past two years, I have integrated AI into the design process to accelerate user research analysis, usability insights, design exploration, and rapid prototyping before development begins. My track record includes reducing design debt by 60%, cutting sprint rework by 80%, accelerating product delivery by 45%, and building high-performing design teams that consistently deliver scalable, user-centered products.

CORE COMPETENCIES

UX Strategy & Product Discovery • Information Architecture • User Research & Usability Testing • Journey Mapping • Interaction Design • Native Mobile App Design (iOS & Android) • Responsive Web Design • Design Systems (Figma Variables & Design Tokens) • AI-Assisted Design & Prototyping • Accessibility (WCAG 2.1) • DesignOps • Agile • Stakeholder Management • Design Team Leadership • Service Design • Presentation Design Specialist • Branding • Visual Identity Developer • Executive Presentation Design • Visual Storytelling • Communication Design • Creative Direction

TOOLS

Figma • Fig Jam • Adobe XD • Adobe Creative Cloud • Jira • Confluence • Azure DevOps • AI tools (ChatGPT, Claude, Gemini) • Material Design • Apple Human Interface Guidelines

PROFESSIONAL EXPERIENCE

Senior Lead Product Designer & UX Architect | CBS Pvt. Ltd. (CES Ltd) *Aug 2023 – June 2026*

- Own UX architecture across 3 AI-powered SaaS products, setting design direction, standards, and review rhythms for a team of 6 designers.
- Integrated AI into the UX workflow to accelerate research synthesis, usability analysis, design exploration, and high-fidelity prototyping, reducing design iteration time.
- Built and govern the enterprise design system on Figma Variables and design tokens, adopted across all three products for consistency at scale.
- Cut design debt by 60%, sprint rework by 80%, and accelerated delivery by 45% by tightening the design-to-dev handoff and raising the design system's coverage.
- Run usability testing and maintain executive-facing UX metrics dashboards that tie design decisions directly to product KPIs.
- Mentor and grow a team of 6 designers — critique rituals, career plans, and hands-on coaching on AI-assisted workflows.
- Designed end-to-end employee time tracking experiences for Android and iOS, simplifying daily time entry, approvals, and productivity workflows.

Senior UX Designer | GigLabz. *Mar 2022 – Jul 2023*

- Designed B2B healthcare products end to end, from discovery research through high-fidelity delivery.
- Collaborated with clinical SMEs, product managers, and engineering teams to translate complex healthcare workflows into intuitive, accessible digital experiences.
- Led research, journey mapping, and usability testing that directly shaped roadmap priorities.
- Brought the product suite to WCAG 2.1 AA compliance.
- Reduced user errors by 50% and design–dev iteration cycles by 35%.
- Led product design for a NDIS healthcare platform, designing responsive web and mobile experiences focused on care coordination, participant engagement, progress tracking, and collaborative care planning.
- Designed intuitive learning experiences for students and educators, creating mobile-first interfaces that improved navigation, course discovery, and learning engagement.

Senior Lead UX Designer & UX Architect | e-Pragati Authority *(Dec 2018 – Mar 2022)*

- Founded the UX function from zero as the organization's first UX Architect, and hired and led a 7-person design team.
- Built the enterprise UX framework and design system adopted across multiple government departments.
- Cut service delivery time by 60% on citizen-facing platforms serving 2M+ citizens across Andhra Pradesh.
- Aligned UX standards with policy, security, and accessibility requirements across department stakeholders.
- Defined enterprise UX governance, review processes, and design standards to ensure consistency across multiple departments.
- Designed mobile-first user journeys for athlete registration, event participation, and performance tracking, improving accessibility and engagement.

Earlier Experience

Senior UX Designer, DG Bites (2015 – 2018) • UX/UI Designer & Marketing Analyst, Ashland Inc. (2008 – 2014)

Selected Projects

People Portal & Time Tracker (Native Mobile App) • MyCareTeam.online App • Sports Mobile • Azvasa LMS App

CERTIFICATIONS & EDUCATION

AI for Designers, Interaction Design Foundation (IxDF) • HFI Certified User Experience Architect (CXA™) • HFI Certified Usability Architect (CUA™) • HCI-AI Certificate, University of Cambridge • Google UX Design • Bachelor of Applied Arts