

Sundar Raj S

Lead Product Designer

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About me

Lead Product Designer with 10 years of experience in SaaS, HRMS, and Analytics across web and mobile. I own the 0-1 strategy to production, including vibe-coding frontend directly to move faster from idea to release. Beyond running design systems and mentoring teams through hands-on work, I am driven by deep learning. Equally comfortable owning a product roadmap or being the most opinionated person in a Figma file.

Experience



Lead Product Designer - Contract • Jun 2026 - Present

- **Industry-First Tracker & HUD:** Driving the 0-1 strategy for an integrated desktop Poker Tracker combining live game tracking with deep GTO analysis
- **Team Handover & Mentorship:** Actively managing workflow handovers and mentoring junior design talent to ensure design system and foundational continuity.



Lead Product Designer • Jun 2025 - June 2026

- **Responsive Engine:** Migrated the entire app pages from a fixed layout to a fully responsive engine across Mobile, Tablet, and Desktop in 3.5 weeks.
- **Codebase Modernization & AI Execution:** Replaced 1100+ hardcoded values with design tokens and leveraged AI-driven development (Cursor) to generate and ship production-ready frontend UI, entirely eliminating traditional design handoffs.
- **First-Time UX:** Simplified the signup flow and introduced social sign-ins, unblocking a segment of users who were unable to register through the previous flow.
- **Design System from Scratch:** Built the entire design system in Figma from the ground up. Foundations, typography, layout grids, and advanced components, enabling the team to build new features faster with standardized, reusable parts.



Senior Product Designer • Jun 2023 - Oct 2024

- **Rewards & Recognition (0-1):** Architected a multi-persona system covering Nominator, Panelist, and HR Admin flows to manage complex peer-to-peer recognition at scale.
- **Keka Kiosk (0-1):** Designed a simplified high-utility interface for blue-collar employees to manage attendance and tracking without a dedicated desk.
- **Keka Hire (ATS) for mobile:** Translated dense recruitment workflows into a streamlined mobile experience for on-the-go hiring managers.
- **Team Leadership:** Hired and onboarded 4 product designers within 2-3 months and established a hands-on mentoring culture through real-work reviews.

Senior Product Designer • Apr 2020 - June 2023

- **Mobile Product Lead:** Directed the design strategy for the entire mobile product suite (Freshdesk, FSM, Freshchat, Freshchat SDK, and Freshcaller) for 20,000+ users.
- **Conversational AI Strategy:** Architected the mobile-native framework for the Freshchat AI Bot Builder, enabling 300+ clients to scale automated conversational workflows from web to mobile.
- **Enterprise Call-Handling:** Designed a critical call-parking and transfer solution adopted by 65+ enterprise accounts to manage high-volume contact centre operations on mobile.
- **Improved Quality & Design Culture:** Mentored junior designers and led "Self-VQA" workshops for 25+ developers to bridge the gap between design and code, significantly reducing implementation errors and accelerating release cycles.

Product Designer • Apr 2019 - Mar 2020

- **The 4.6-Star Turnaround:** Designed a native in-app feedback feature for Freshdesk mobile, driving the App Store and Play Store rating from 1.2 to 4.6 stars within 3 months.
- **Field Service Management:** Designed a mobile application from scratch enabling field technicians to manage schedules and service tasks on the go.



UI Designer • Nov 2017 - Apr 2019

- **App Portfolio Ownership:** Led end-to-end UI design for Cliq, SalesIQ, and Arattai on Android, establishing visual and interaction consistency across the portfolio.
- **SDK from Scratch:** Designed Zoho Mobilisten (Android) from the ground up, a live chat SDK enabling businesses to embed customer support directly into their native apps.

 (Minveli Software Solutions) [Acquired by Embibe]

UX/UI Designer • Apr 2016 - Nov 2017

- **Parent-Child Learning App:** Designed a learning platform for parents and children (ages 5-13) to help them explore and learn new subjects together on mobile.
- **First Revenue-Generating Product:** Launched the Imagin8ors Teachers app, the first product in the company's history to generate revenue.

Skills

Product Strategy & 0-1 Design • Design Systems & Design Tokens • Interaction & Visual Design • Prototyping • User Research & Usability Testing • Mobile UX (iOS, Android) • Responsive Web Design • Conversational AI & Chatbot UX • Figma, FigJam • AI-Assisted Development (Cursor, Claude) • Design Leadership & Mentoring

Awards and recognition

- Winner, Freshworks Designathon 2023
- Freshworks '200 Not Out' Excellence Award for Q1-2020 and Q1-2022
- Finalist, Freshworks Hackathon 2022

Education

Anna University

SRR Engineering College, Chennai

B.Tech - Information Technology

2011-2015