

VK Ramachandran



Lead UX Designer

Product Design • UX Strategy • AI-driven Experiences

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

Professional Summary

Lead UX Designer with 17+ years of experience driving UX strategy and leading cross-functional teams to deliver scalable enterprise and SaaS products across banking and government domains. Proven track record of mentoring designers, establishing UX processes, and improving product usability through data-driven design decisions.

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 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