

Vishnu Peethambaran

Product & Innovation Design Consultant | Customer Strategy & Design

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Professional Summary

Product designer with **4+ years of experience solving complex, ambiguous customer and business problems across B2B SaaS and customer facing applications**. Specialise in **decision-centric UX, and workflows where clarity, correctness, & trust matter more than visual polish**.

Partnered with **cross-functional teams across the UK and US to deliver** accessible, data-informed, and scalable interfaces. Comfortable operating upstream in problem framing, opportunity definition, and strategy, as well as downstream in UX/UI execution and delivery.

Core Skills

- **Complex UX simplification:** Workflows, variables, states, dependencies, decision trees
- **System & logic-first design:** Node-based thinking, modular ui, scalable patterns
- **AI/ Automation readiness:** Designing interfaces for non-technical users over technical systems
- **End-to-end product design:** Discovery → wireframes → high-fidelity → shipped software
- **Design & storytelling:** Visual and narrative storytelling, Journey mapping & service blueprints, Prototyping (lo/hi fidelity), Accessibility-first design (WCAG 2.1)

Experience

Product Designer at Proicere Digital (Previously P2D)
Barrington, United Kingdom (Remote)

November 2023 to October 2025

- Owned UX design for Palletline logistics platform, **reducing task completion time by 25%**.
- Designed **screens across 6 modules (100+ screens)** using Figma Auto Layout and variants.
- **Created & maintained a component library (50+ components)**, improving UI delivery efficiency.
- Conducted **10+ research sessions (interviews, usability tests) & mapped journeys**.
- Partnered with PMs/engineers through Jira & Confluence.
- Redesigned 3 WordPress websites in 2-week sprints each; **improved Lighthouse 60→90+ and reduced bounce rate 18%**.

UI UX Designer / Marketing Analyst at LogicPlum
Franklin, United States (Hybrid)

March 2022 to June 2023

- Redesigned the company website with a **focus on customer clarity, brand positioning, and conversion strategy**.
- Partnered with **founders and hr leadership to align visual storytelling** with business goals and employer branding.
- improved digital discoverability through UX-led SEO improvements and content structure optimization.
- Partnered with HR and founders to align visual branding with company goals.
- Produced **data-driven visual content, boosting employer brand visibility** across digital channels.

UI UX Designer at Wala Services
Kochi, Kerala

May 2020 to April 2021

- **Redesigned and improved app UI and user experience** using Figma-based design solutions with prototyping and visual design.
- Supported early-stage product strategy by **aligning brand, UX, and marketing narratives**.

Education

Master of Computer Applications (MCA)
Cochin University of Science & Technology, Kochi

2015 to 2018

Bachelor of Computer Application (BCA)
2015
Mahatma Gandhi University, Kerala

2013 to

Projects

Palletline, Logistics B2B SaaS Application [[View Case Study](#)]

November 2023 to December 2024

- Designed high-fidelity & low-fidelity prototypes **for logistics and supply chain workflows**.
- **Collaborated with stakeholders in the UK to align design with business goals** and user needs.
- Created user flows, wireframes, and interactive guidelines to **support the development team**.
- Conducted design reviews and iterations based on **client feedback and usability testing**.
- Ensured brand consistency and modern design standards throughout the product

Mykare Health, Preventive Health Monitoring Platform

October 2025- January 2026

- Designed **core product experiences for a preventive health platform** focused on monitoring, not diagnosing, health signals.
- Partnered in shaping **AI-assisted features that interpret longitudinal health data** (labs, vitals, visit history) into calm, human-readable summaries instead of alerts or diagnoses.
- Designed **AI explainability layers that show why a pattern is surfaced, what confidence level exists, and when a doctor's review is recommended**.
- Iterated designs through feedback sessions to simplify health data presentation and ensure the product quietly supports life continuity without becoming intrusive.

Other Skills and Proficiencies

- **UX & Product Design:** User Research, Wireframing, Prototyping, User Flows & Information Architecture, Interaction Design, Design Systems, Usability Testing, Accessibility, Responsive Web Design
- **Research & Collaboration:** Stakeholder Communication, Cross-functional Collaboration (Developers & PMs), Design Critiques, Team Coordination, Client Workshops, Feedback Integration
- **Technical:** HTML & CSS, Front-end Understanding, Troubleshooting, Vibe Coding, SEO Awareness, Analytics Interpretation
- **Tools:** Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, XD), UserTesting, Microsoft Clarity, Hotjar, Miro, MS Office, Notion, WordPress, Google Analytics, Search Console, Loveable
- **AI & systems thinking:** AI-assisted workflows, Explainability UX, Uncertainty Communication, Human-in-the-loop design, Automation Readiness

Other Experience

1. **Volunteered for Friends of Figma, WordPress & Local Sustainable Living (All Communities)**

- Designed visually engaging content to promote community initiatives and events.
- Managed and grew the community's online presence through creative campaigns.
- Coordinated both online and offline design meetups, workshops, and networking events.

2. **Mentor/Resource for Mentor2Go, TinkerHub and TechbyHeart**

- Mentored college students in design, marketing and career development, providing personalised guidance and feedback.
- Conducted one-on-one sessions to help mentees build portfolios, refine resumes, and prepare for interviews.

Languages

- English
- Hindi
- Malayalam

Pet Projects

- **tiny invite-** manage Indian events
- **bridge-** intentional dating app
- **your trial ends today-** subscription reminder