

Vignesh Gnanasekaran

Product Design Lead at Boomerang

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About Me

I am a passionate advocate for the transformative power of design. With over 11 year of experience leading and inspiring high-performing design teams, I have consistently harnessed the potential of design to shape exceptional digital experiences and drive business success.

Throughout my career, I have spearheaded design initiatives that have propelled organizations to new heights. I have a proven track record of translating business goals into design strategies that deliver results. My ability to align design efforts with overarching business objectives has led to products that not only look and feel exceptional but also make a tangible impact on the bottom line.

Experience

Boomerang

Product Design Lead 2021 June - Present

My role is collaborating with founders and come up with new product ideas, Product roadmap, Expansion of the current product and shaping the overall design strategy and ensuring that design principles are integrated seamlessly into our product development process.

Achievements & Plan

- Successfully led the redesign of Influencer Map Product, resulting in a 70% of user adoption and increase the company sales 20% higher.
- Currently working on a solution which will solve 89% of sales people day to day problem and that will help the company to reach Series A funding faster.

Zoho Corporation

Product Designer 2018 Sep - June 2021

Pearson

Senior UX Designer 2016 July - 2018 Aug

Invention Labs Engineering Product Pvt Ltd.

UI/Ux Designer 2015 Apr - 2016 July.

Tringapps Research Lab Private Limited.

Creative Designer 2014 Dec - 2015 Mar.

InfoWave Knowledgeware Pvt Ltd.

Graphic Designer 2013 Sep - 2014 Nov.

Amerimed Tech India Pvt Ltd.

Graphic Designer 2012 Nov - 2014 Nov.

Education

- Human-centered design methods, San Diego University.
- Bachelor of Business Administration (BBA) with 60 %, in Bharath College, Thanjavur.
- Higher Secondary School (XII) with 70.5 %, in Viraraghava Higher Secondary School, Thanjavur.
- Higher Secondary School (X) with 60% in St. Antony's Higher Secondary School, Thanjavur.