

Saravana Kumar B

Product Designer, Chennai

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Product Designer with 4+ years of experience designing enterprise SaaS products across Zoho ERP, manufacturing, finance, and business operations. Led strategic redesigns of complex workflows within Zoho's ecosystem, contributing to products used by 150M+ users globally.

Experience

Zoho Corporation

Product Designer (2024 – Present)

- Designed enterprise SaaS experiences across Zoho ERP and Finance products, leading UX initiatives for manufacturing, distribution, inventory, and AI-assisted workflows.
- Led UX for Zoho ERP Manufacturing & Distribution, redesigning production planning, inventory, and fulfilment workflows, reducing planning effort by 35% and improving planning efficiency by 25% across manufacturing ERP use cases.
- Designed AI-assisted workflows across ERP and Finance products, reducing task completion time by 30–80%, lowering support dependency, improving customer retention, and strengthening product competitiveness against legacy ERP tools.
- Partnered with product managers, engineers, customers, and business stakeholders from discovery to launch, influencing roadmap decisions and delivering scalable workflow patterns adopted across multiple ERP modules.

Visual Designer

- Led visual design for Zoho Finance Suite campaigns, launch experiences, and product communications for global business audiences.
- Designed website-led campaign experiences that improved engagement, strengthened lead quality, and supported an estimated 25–40% increase in qualified lead generation.
- Collaborated with product, marketing, content, and growth teams to accelerate campaign ideation, production, and delivery.

LMES - Edtech

UX Designer (2023-2024)

- Led visual design and product experience for Chitti Maker School and LMES Foundation, designing scalable CMS, workshop, and payment workflows that improved content operations, data collection, and learner engagement. Supported an education platform reaching 2M+ students with a 4.9-star Google rating from 15,000+ reviews.

Webarc

Co-Founder & Product Manager (2019-2021)

- Led cross-functional teams across design, engineering, marketing, and sales to improve product experience, service workflows, and business execution. Built scalable design frameworks, aligned stakeholders around user and business outcomes, onboarded 100+ clients in 6 months, and contributed to a 50% increase in Q4 sales through service design and systems thinking.

Tools

- Figma, FigJam, Miro, ProtoPie, Adobe Creative Suite, ChatGPT, Claude, Cursor, Google AI

Core Skills

- UX Strategy, Systems Thinking, Stakeholder Alignment, Wireframing , Design System, Business Impact, Information Architecture, Product Management, User Research, Prototyping

Education 2017 – 2021

Bachelor of Technology (B.Tech) Robotics, Mechatronics and Automation Engineering
Dr. M.G.R. Educational and Research Institute, CGPA: 9.5/10, Gold Medalist