Rahul Seeram

PRODUCT DESIGNER · B2B ENTERPRISE SAAS · AI SYSTEMS · COMPLEX WORKFLOWS

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Product Designer with **6+ years** shipping AI-powered, enterprise & mobile SaaS products used by **25,000+ users globally**. Experienced across every phase — Problem framing, research, wire framing, prototyping, visual design, interaction design, and usability testing. Fluent in vibe-designing, AI design tooling, and design-to-code collaboration. Strong design system background (DTCG, WCAG 2.2 AA), comfortable as team-of-one or cross-functional collaborator.

PROFESSIONAL EXPERIENCE

Product Designer — AI Vertical

Jun 2021 - Present

Penny Software Solutions · Remote · Venture-backed Source-to-Pay · $1B+ spend · 75 countries

- Led **end-to-end design** for Penny's AI vertical from 0→1 — interaction patterns for agentic procurement workflows, human-in-the-loop decision flows, and prompt-driven inputs.
- Partnered with product & engineering leadership to align AI capabilities with user value; drove **$200k+ ARR addition**.
- Increased client retention from **55% → 90%** via strategic redesign of onboarding & configuration flows — contributed to securing Series A.
- Improved user satisfaction **82%** via AI-guided setup reducing time-to-first-value to **under 60 seconds**.
- Built & maintaining scalable **token-based design system (DTCG)** across squads; cut UI defect rates 27%, improved delivery velocity 22%.
- Used AI design tooling (UX Pilot, Figma Make) and **vibe-designing** to accelerate iteration cycles and explore concepts at speed.
- Conducted structured user research — interviews, Pendo session replays, funnel analytics, A/B testing — to prioritise roadmap and validate adoption.
- Mentored junior designers and design discussions with PMs, QA and engineers.
- Crafted UX copy and microcopy to improve clarity, usability, and conversion
- Championed design system adoption through documentation, design reviews, and cross-team enablement sessions

CORE SKILLS

AI Interaction Design
Vibe-Designing
Design Systems
Agentic Workflows
Human-In-The-Loop Systems
User Research
WCAG 2.2 AA
Wireframing
Prototyping
Visual Design
Responsive
Information Architecture
Interaction Design
Usability Testing
Journey Mapping
Copywriting for UX
Design-to-Code
DesignOps
A/B Testing
HTML & CSS
Data visualisation
Product Analytics
Localisation / RTL

- Presented design strategy to cross-functional teams and senior leadership, influencing product direction.

UX Designer & Researcher

Nov 2020 - Jun 2021

IDS Software · Remote

- Redesigned enterprise HR interfaces for workforce analytics using progressive disclosure to balance high-density data with clarity.
- Collaborated cross-functionally with engineers & PMs, communicating design rationale across multiple fidelity levels.

Junior UX Designer

Mar 2017 - Aug 2019

ARC Mobile Telecom · Paris, France

- Designed mobile telecom interfaces; reduced task friction via anticipatory design and contextual actions.
- Maintained cross-platform design system with **WCAG 2.2 AA** compliance across multiple breakpoints and locales.
- Created icons, illustrations & micro-animations aligned with brand identity and UX goals.

Software & Design Intern

Mar 2016 - Jun 2016

Steinbeis Risk Technologies

- Designed real-time risk assessment dashboards with explainable visualisations for executive and analyst audiences.
- Applied progressive disclosure to balance analytical complexity with usability clarity.

EDUCATION

MSc Telecommunication + Web Design (Dual degree) 2014-2016

ISEP - École d'ingénieurs du numérique · Paris, France

Bachelor's Electronics & Communication 2009-2013

JNTUK · India

CERTIFICATIONS

NN/g Analytics and User Experience & Design 2024

Nielsen Norman Group UX Certification · User Experience Research

UX Design Bootcamp Professional Certificate Nov 2019 - Jul 2020

Designboat · India

AI TOOLING

- Figma Make AI Co-pilots
- UX Pilot, Lovable
- Google Stitch
- Midjourney
- Claude / ChatGPT

DESIGN & RESEARCH

- Figma, FigJam, Sketch
- Adobe Creative Suite, Framer
- Omnigraffle, Miro
- Maze, UserTesting
- Pendo, Hotjar, GA4, Plane
- Dovetail

DESIGNOPS & DEV

- Supernova, Storybook
- DTCG Token Standards
- GitHub, Jira
- MCP (Model Context Protocol)

AWARDS

Design Excellence Award — Top Designer, HEC Paris, Best Indian Startup (2018)

Masters Scholarship — Degree for top academic standing (2016)