

Kowsik Vankadari

Senior Product Designer / AI & Enterprise SaaS

Bengaluru, India | +91 81424 36757 | kowsikv.92@gmail.com

kowsikv.netlify.app

linkedin.com/in/kowsikv

PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years simplifying complex B2B SaaS workflows across MarTech, enterprise data infrastructure and AI products. Currently lead design for AI Agents and Executive Summaries at TapClicks, with human-in-the-loop verification and user control. Own discovery through design QA, govern scalable design systems, and have led project-based teams of 2-3 designers. Results include **25%** higher measured task completion, a measured **40%** reduction in data inconsistencies and an estimated **60%** reduction in setup time.

CORE EXPERTISE

Product & AI: AI product design, agentic workflows, generative AI / LLM UX, human-in-the-loop AI, enterprise UX, data visualization, product discovery and information architecture.

Research & delivery: User research, usability testing, A/B testing, journey mapping, wireframing, prototyping, design systems and tokens, WCAG 2.2 accessibility, Agile/Scrum, design QA and Design Ops.

Leadership: Cross-functional collaboration, stakeholder management, project-based team leadership and mentoring.

PROFESSIONAL EXPERIENCE

TapClicks | Senior Product Designer

Jul 2025 - Present | Bengaluru

Own design across Reporting, Data and Admin for a MarTech platform used by thousands of agencies; partner with approximately 20 engineers and five Product Managers/Business Analysts.

- Designed AI Agents and Executive Summaries from agent discovery and response generation to inline editing, human verification, permissions, saving and publishing, including unsaved-change handling.
- Built review and validation workflows that give users control over AI-generated content before it enters official reports.
- Redesigned onboarding, Channels, Report Studio and Global Filters, simplifying sources, fields, calculations, mappings and multi-source configuration; addressed bulk actions, dependencies and validation in high-density interfaces.
- Shipped Smart Slides, Report Studio and Global Filters; executives reported faster presentation creation and clients described Report Studio as easier to use. Also designed dashboards, Goals, Alerts and analytics workflows.
- Completed **15+** UX audits using client feedback, Pendo, FullStory, competitor analysis and behavioral insights to improve usability, consistency and WCAG 2.2 accessibility.
- Introduced five reusable interaction patterns/components and contributed to design-system and token governance; documented Jira stories, acceptance criteria, edge cases and QA guidance through post-implementation validation.

Independent Product Consulting | Product Design Consultant

Nov 2024 - Jun 2025 | Bengaluru

- Advised an early-stage coal-trading platform on product definition, user workflows and MVP scope, translating founder requirements into user flows and wireframes.
- Independently researched and prototyped a separate digital-product concept through problem discovery, competitive analysis and early usability validation.

DataCore Software | Sr. UX Engineer 2

May 2022 - Oct 2024 | Bengaluru

Designed enterprise storage experiences, including Swarm, an S3-compatible on-premises object storage platform.

- Redesigned Swarm's installation workflow, reducing estimated setup time by approximately **60%** and improving stakeholder-reported satisfaction by approximately **20%**.
- Delivered navigation and interaction improvements that increased measured task completion by **25%** and user satisfaction by **18%**.
- Established and governed a reusable design system across enterprise products, contributing to an estimated **20%** reduction in design-related implementation delays.
- Delivered Identity Management System, ICE AI Workflow Tool and IRIS with product and engineering teams; led project-based teams of 2-3 designers, reviewed design quality and participated in hiring interviews.

Enquero | Senior UI/UX Designer

Feb 2020 - May 2022 | Bengaluru

Designed PowerMe, an enterprise data catalog and governance product, at the data engineering and analytics firm acquired by Genpact in 2021.

- Led design for an intelligent data catalog and automated 360-degree data-lineage experience; established a unified style guide, scalable design system and reusable interaction standards.
- Contributed to a measured **40%** reduction in data inconsistencies and stakeholder-estimated gains of approximately **35%** in adoption and **30%** in engagement.

ReportGarden | UI/UX Designer

Aug 2017 - Dec 2019 | Hyderabad

- Designed B2B reporting, dashboard and analytics workflows for a MarTech platform used by **7,000+** digital marketing agencies.
- Led a project-based team of 2-3 designers, coordinating assignments and reviewing deliverables from research through implementation.

Gamooga SoftTech | UI/UX Designer

Feb 2015 - Jul 2017 | Hyderabad

- Designed an AI-powered omnichannel marketing-automation platform and Zestim, its intelligent live-chat and conversion product, from concept through handoff.

Clite Technologies | UI/UX Designer

Nov 2013 - Feb 2015 | Hyderabad

- Designed Android and iOS experiences for V-Lab, a virtual science-lab simulation product providing scalable, individualized hands-on learning.
- Contributed to Medply, a patient health-record app, and Regime, an event-registration app, across concepts, wireframes and handoff.

EDUCATION

B.E., Information Technology | GITAM University | 2009-2013

TOOLS & CERTIFICATIONS

Tools: Figma, FigJam, Miro, Jira, Confluence, Pendo, FullStory, Hotjar, Smartlook, ProtoPie.

Certifications: Pendo Essentials for Web; Design Accessibility (WCAG 2.2); ProtoPie 101; UI Components I & II.

Languages: English, Telugu, Hindi (Limited Working).