

VENKATESH MYAKALA

LEAD UX DESIGNER | PRINCIPAL PRODUCT DESIGNER

12+ Years of Experience · B2B · B2C · B2B2C · SaaS · AI · Fintech · Web & Mobile

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PROFESSIONAL SUMMARY

Product Design Leader and UX Architect with 12+ years of experience designing and delivering B2B, B2C, and B2B2C digital products across SaaS, fintech, AI, logistics, and EdTech. Experienced in driving the end-to-end UX lifecycle, establishing scalable design systems, and partnering cross-functionally with product, engineering, and executive stakeholders to align user needs with business goals.

CORE EXPERTISE

Strategy & Leadership

0→1 Product Strategy · Global Onsite UX Research & Strategy · Design Leadership · Team Mentorship · Executive Presentations

Product & UX

Product Discovery · End-to-End UX Delivery · Information Architecture · Interaction Design · Agile/Scrum · Usability Testing & Evaluation · Design QA

Web & Mobile Product Design

Cross-Platform UX/UI (Web, iOS, Android) · Responsive Frameworks · Mobile Workflow Optimization · Native Interaction Patterns

Collaboration & Stakeholder Leadership

Cross-functional Collaboration · Requirement Gathering · Conflict Resolution · User-Centric Advocacy · Consensus Building

KEY EXPERIENCES

Enterprise Logistics (US, UK, CA)

Led UX strategy, onsite research, warehouse workshops, and workflow simplification for large-scale transportation management platforms.

Fleet Management (Denver, USA)

Translated complex operational needs into production-ready dispatch, tracking, and fleet-management experiences.

PLM Product (California, USA)

Evaluated existing product experiences and defined future-state UX strategy with leadership to improve usability and adoption.

WORK EXPERIENCE

◆ Vaaryan Interfaces | Sept 2023 – Present | Hyderabad, India

Principal UX & Product Design Lead

Lead product design strategy and UX architecture across AI-powered products, marketplaces, and emerging digital platforms.

- **0→1 Strategy & AI Integration:** Architect end-to-end UX strategy for AI-native and marketplace products (Tuton AI, Findlen, Hear@AI), defining conversational patterns and prompt-engineered workflows.
- **Design Systems & Efficiency:** Established scalable design systems across multi-tenant platforms, reducing design delivery cycles by 30% and design-to-development handoff friction by 40%.

◆ Turvo India Private Limited | Sept 2021 – Aug 2023 | Hyderabad, India

Senior UX Designer

Owned the UX architecture and design strategy for critical modules of a large-scale enterprise Transportation Management System (TMS).

- **Enterprise UX Architecture:** Owned UX architecture for complex B2B Transportation Management Systems (TMS), streamlining fleet dispatching and real-time tracking workflows.

◆ Byndr Technologies | Dec 2020 – July 2021 | Hyderabad, India

UX Architect

Owned UX architecture and design-system direction for a SaaS learning platform serving educators, students, and administrators.

- **Workflow Optimization:** Redesigned SaaS learning platform workflows, cutting user onboarding time by 35% and standardizing UI patterns across multi-role admin portals.

◆ Agility E Services | Dec 2017 – July 2020 | Hyderabad, India

Senior UX Designer

- **Onsite Global Research & Strategy:** Led onsite discovery, stakeholder workshops, and warehouse research for global enterprise clients, collaborating with executive teams across the USA, UK, and Canada to overhaul legacy distribution platforms and improve global DAU adoption.

◆ Swipesumo Technologies | May 2017 – Dec 2017 | Hyderabad, India

Senior UX Designer

- **Fintech Innovation:** Led UX/UI design for "Swipe Pay," defining streamlined mobile payment flows, wallet management, and compliance-focused user experiences.

Innominds | Feb 2015 – Apr 2017 | Hyderabad, India

UX Designer

- **Onsite Client Execution & Impact:** Led onsite discovery and UX/UI design initiatives for global PLM and fleet management enterprise clients in California, USA, earning the Innostar Award (Q1 2016) for strategic design impact.

Earlier Experiences | JUN 2011 to JAN 2015

UX Designer | Quantela (formerly Paradigm Creative)

Associate Visual Designer | Iridium Interactive

SELECTED PRODUCT HIGHLIGHTS

Tuton AI (AI-Powered Learning Platform):

Led UX strategy and multi-role product architecture for students, teachers, parents, and school administrators, defining AI interaction boundaries and structured learning paths.

Findlen (Creator Marketplace & Booking System)

Architected the complete creator, client, marketplace, booking, and administrative workflows with reusable UX patterns.

hear@ai (Conversational AI Platform)

Designed conversational workflows and AI-assisted user journeys, defining interaction patterns for human-AI collaboration.

Swipe Pay (Fintech Payment Platform)

Designed streamlined mobile payment experiences, wallet management, and secure transaction workflows.

AI & TECHNICAL SKILLS

Design & AI

Figma · ChatGPT · Claude · Cursor · Prompt Eng · RAG-based Systems · AI-assisted Design

Technical Fluency

Firebase · GCP · Frontend-aware Design · Design-to-Code Collaboration

AI UX Experience

AI-native workflows · Task-oriented UX · Human-AI interaction · Conversational UX

EDUCATION & HONORS

- Master of Science (M.Sc.) in Psychology
- Innostar Award (Q1 2016) – Innominds Software (Recognized for excellence in design execution and strategic enterprise impact)