Ganeshkumar M

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience designing enterprise B2B SaaS products across logistics, transportation management, and procurement. Applying Human-Centred Design and Service Design methods to translate user needs and business objectives into intuitive workflows, interaction models, and scalable design systems. Experienced in taking products from low-fidelity concepts to production-ready, data-heavy interfaces, with a track record of delivering measurable business impact.

CORE SKILLS

Design: Interface Craft (Typography, Hierarchy, Density, Motion, State), Interaction Design, Human-Centred Design, Service Design, 0-to-1 Product Design, Design Systems & Component Patterns, UX Research, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Usability Testing, Data Visualization, Cross-functional Collaboration

AI-First Workflow: Cursor, Claude Code, v0; Vercel, Midjourney, Notion

Prototyping & Motion: Figma, Figma Motion, Framer, Jitter, Figma Make, Miro

Code & Build: HTML, CSS, React, Git, GitHub

EXPERIENCE

Taabi Mobility Limited | UI/UX Designer Jul 2024 – Present

- Designed an end-to-end procurement auction workflow from scratch, including configurable bidding rules, real-time rankings, automated bid extensions, and anti-collusion mechanisms that flagged two vendors bidding from the same IP address, leading to their blacklisting.
- Took the auction workflow live with enterprise customers, delivering ₹50L ($52K) in cost savings, 100% vendor participation, and 275 competitive bids.
- Built and maintain the Design System and scalable UI component library for the Transport Management System, extending it with new components, patterns, and specs to support new product launches.
- Redesigned the Vehicle Gate-in experience for Enterprise users across web and mobile, using layout and interaction changes to make a dense, high-friction workflow feel simple, cutting turnaround time by 60% and operational change requests by 95%.
- Designed high-density, real-time tracking and control-tower dashboards, surfacing operational signals for dispatch, fleet, and warehouse teams and establishing a foundation for fleet coordination.
- Mapped the end-to-end shipment experience into an in-transit documentation and e-POD workflow, centralizing shipment documents, mobile-first sign-off, dispute resolution, invoice negotiation, and payment closure.
- Designed the Video Telematics analytics dashboard and redesigned the Fuel Analytics dashboard for the DTwin platform.

SELECTED PROJECTS

Laps App | Personal Project July 2026

- Owned an interval-timer app end to end: drafted intent, scaffolded and iterated with Cursor, v0, and Claude Code, then shipped reusable interval templates and freeform lap tracking to production.
  Live product: *(link available on request)*

SpendTrckr | Personal Finance Tracker Aug 2025

- Owned a personal expense tracker end to end, from prototype to shipped product, for low-friction spending categorization and logging.
  Live product: spendtrckr.vercel.app

AWARDS

Rising Star Award – Q1 FY2025-26

Customer Champion Award – Q4 FY2025-26

EDUCATION

B.E. in Computer Science Engineering | Kathir College of Engineering | Jun 2019 – May 2023

UI/UX Design Bootcamp | Design Boat UI/UX School | Jun 2023 – Oct 2023