SANTHOSH KUMAR THILAGAMANI

Senior Product Designer | B2B SaaS | AI Products | Complex Workflows | Immediate Joiner

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SUMMARY

Senior Product Designer with 5 years of experience owning **B2B SaaS** products end to end, from problem framing to launch. **Sole designer** for Flonnect and AdSpyder, working directly with the CEO and engineering across user research, **complex workflows**, **AI-powered features**, and post-launch iteration. Shipped **20+ Chrome extensions**, including products reaching 800K and 100K users.

EXPERIENCE

Senior Product Designer, GSTech Technology Pvt. Ltd., Bengaluru, India | Oct 2021 – Oct 2026

Product Designer (Oct 2021) → Senior Product Designer (Nov 2023); also Product Manager for Flonnect, Oct 2022 – Oct 2023.

PRODUCT DESIGN & OWNERSHIP

- **Owned** product design end to end as **sole designer** for AdSpyder (ad intelligence) and Flonnect (screen recording), working directly with the CEO and engineering: framed problems, ran user research, defined user flows and IA, wireframed and prototyped in Figma, reviewed builds with engineering, and iterated post-launch on analytics and customer feedback.
- **Reframed** AdSpyder's activation journey around user intent, replacing a search-first ad library with guided project setup (goal, domain, business context, keywords, competitors), based on ~10 active-user and 3–4 churned-user interviews and a product audit; monthly sign-ups grew **3×** from Nov 2023 to Aug 2024, alongside sales and outreach.
- **Designed AI agent workflows** for AdSpyder's Agent Hub (Action Hub, Keyword Optimization Agent) and Market Whitespace, presenting AI output as actionable recommendations with clear system status, user control, and recovery paths.
- **Designed** analytics dashboards that made campaign performance and AI-generated insights readable for non-technical users, contributing to **+25% retention**.
- **Redesigned** onboarding across both products through user research and usability testing, increasing **activation by 35%** and reducing time-to-first-action by 20%.
- **Established** a shared design system (components, interaction patterns, documentation) used by **4+ product teams**, and restructured engineering handoff with structured specs, making build cycles **~40% faster** and cutting design-development misalignment by 50%.
- **Mentored** 2–3 design interns and **led** weekly design critiques.

PRODUCT SCALE

- **Designed** and evolved Flonnect, a screen-recording SaaS with **213K+ users** and **116K+ signed-in extension users**; reached **65 paid users** within 3 months of launching paid plans, growing to **250+ recurring paid users**.
- **Shipped 20+ Chrome extensions**, including Color Picker for Chrome (**800K users**, Featured on the Chrome Web Store) and Spending Calculator for Swiggy & Zomato (**100K users**), owning product design from concept through launch.

EDUCATION & CERTIFICATION

M.Sc. Software Systems, PSG College of Arts and Science, Coimbatore | 2013 – 2018

UX Design Certification, Bridge UX Design Studios LLP, Bengaluru | 2019

SKILLS

Product Design: UX/UI Design · Interaction Design · Information Architecture · User Flows · Wireframing · Complex Workflow Design · Data-Heavy Interfaces

Systems & Delivery: Design Systems · Prototyping · Accessibility · Cross-functional Collaboration · Stakeholder Management

Product & AI: B2B SaaS · AI Product Design · AI Agent Workflows · Analytics Dashboards · Product Strategy

Research & Planning: User Research · Usability Testing · Product Audits · Journey Mapping · Roadmapping

Tools: Figma · ChatGPT · Claude · Adobe Creative Suite · Notion