dhruvkuttan

Product Designer • **Strategist** • **Story Teller**

Hello There!

I'm a multidisciplinary designer with 6+ years of experience crafting data-informed digital experiences across industries like HR, Real Estate, and Healthcare. Skilled in emerging technologies like Generative AI and AR/VR, I lead end-to-end projects, driving product adoption and business growth.I believe in evangelizing design and collaborate with cross-functional teams to transform ideas into impactful solutions.

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Experience

Leena AI *Senior Product Designer*

OCT 2022 – PRESENT

- Leading design & strategy for 4+ flagship products, impacting 500+ organizations by reducing ticket volumes and fostering employee self-reliance for 20M+ HR agents and employees.

- Leveraged Generative AI to boost employee productivity by 30% and cut ticket resolution times by over 80%. Also improved design-development alignment by 90%.

- Established design audits and a master design system, expanded the design team through hiring efforts, mentored junior designers, and fostered a strategic, design-first approach, reducing turnaround times by 60%.

Excellarate (Now Encora | Formerly Synerzip) *Product Designer*
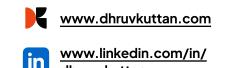
AUG 2020 – OCT 2022

- Led strategy and product experience for small to midsize companies, collaborating with CEOs, CTOs, and cross-functional teams to deliver impactful solutions.

- Drove 0–1 greenfield projects like Souqh, a Canadian real estate marketplace, securing pre-seed funding with a POC and delivering an MVP that attracted 125+ paying customers and validated product-market fit.

- Designed innovative interactive experiences, including healthcare kiosks for CVS and POCs for Gold's Gym interactive mirrors.

SAP Labs *UX Designer*

JUL 2018 – AUG 2020

- Designed intuitive user interfaces for BW4HANA and Data Intelligence, simplifying complex data workflows to enhance decision-making for business users.

- Improved data management tools with user-friendly features for data profiling and metadata management, boosting efficiency and trust in data.

- Collaborated with cross-functional teams to integrate machine learning capabilities, elevating the user experience with AI-driven insights in data workflows.

On the Web

www.dhruvkuttan.com

www.linkedin.com/in/dhruv-kuttan

My Skillset

Tools

Figma	5 Years
Sketch	4 Years
Illustrator	8 Years
Photoshop	7 Years
After Effects	2 Years
Blender	2 Years
JIRA	2 Years
HTML, CSS	Conversational

Leadership

Design leadership
Stakeholder management
Design thinking
Strategy
Communication
Systems thinking
Prioritization
Roadmapping
Team mentorship & coaching

Design

User research
Market research and analysis
Customer journey mapping
Information architecture
Interaction design
Wire framing
Prototyping
Visual design
Usability testing
Data visualization
Design systems management
Accessibility design
Advanced tools proficiency

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Education

Post Graduation *MA, Experience design*
Srishti Institute of Art, Design and Technology
2018 – 2020, BENGALURU, INDIA

Under Graduation *Bachelor's, Product design*
MAEER's MIT Institute of Design
2014 – 2018, PUNE, INDIA

Awards and Recognition

Leena AI Cultural Ambassador (Q3 2023)
Going Above and Beyond. We are driven by ownership mentality

Leena AI Spot Award (August 2023)
Hard work, dedication, and unwavering commitment to excellence

Leena AI Spot Award (May 2023)
Hard work, dedication, and unwavering commitment to excellence