

Upendranath K

Product Designer (9 yoe)

upendra.uxr@gmail.com +91 7013461021

[Upen.design](#)
[Dribbble/upen-design](#)
[Linkedin/upen-design](#)

EXPERIENCE

Design lead, Jio

Feb 2023 - Present

- Led design of Jio’s design system management tool, optimizing scalability, workflow integration, and documentation efficiency utilised across Jio products.
- Designed Layers, a Figma plugin enabling designers to apply DS components and tokens while allowing developers to generate UI code seamlessly.
- Prototyped an AI-driven UI builder leveraging vibe coding to explore intelligent design–dev workflows.
- Developed the onboarding strategy, governance model, and GTM playbooks for scaling Layers + DS v3.0 adoption across Jio, supported by guides, demos, and reporting systems.
- Led design of Jio’s design system documentation platform, improving scalability, workflow integration, and adoption across Jio’s portfolio products.

Senior Product Designer, Compass

Jul 2020 - Jan 2023

- Designed the ‘Find an Agent’ experience with advanced search and profile features, driving a 50% increase in monthly users within six months.
- Designed end-to-end Agent-Client Connections across iOS, Web, and Android, boosting monthly invite send rates by 64%.
- Strategically Led the Lead Validation Program with research and A/B testing, increasing agent action rate from 40% to 72%.
- Supported design hiring by conducting portfolio reviews and leading white boarding sessions. Contributed part-time to the design system by creating new components and patterns.

Product Designer, Hiver

Feb 2019 - Jun 2020

- Led end-to-end design of the Reports module from research and high-fidelity design to prototyping and usability testing - driving 60% Analytics adoption within 6 months.
- Redesigned the product with a new brand identity and design system, featuring updated visuals, iconography, motion design, and WCAG AA-compliant accessibility. Partnered with engineers to ensure smooth, phased implementation.

UX Designer, iB Hubs

Jun 2016 - Dec 2018

- Designed 10+ products across iOS, Android, and Web in diverse sectors, while building a unified design system, brand guidelines, and marketing sites to ensure consistency across the portfolio.

Co-founder, Spidyhost

Mar 2015 - Mar 2016

- Led the design and served a multitude of clients with design of advertising material such as websites, logos, intro videos, and digital, print materials.

SKILLS

UX Design
Visual Design
Design Systems
Vibe Coding
AI Prototyping
Rapid Prototyping
Accessibility
Interaction Design
Usability Testing

TOOLS

Figma
Adobe suite
Sketch
Miro
HTML & CSS
Cursor
VO.dev
Other GenAI tools

CERTIFICATIONS

AI for Designers
IDF
Design Thinking
IBM
Usability Testing
IDF
Accessibility Specialist
Wix.com

EDUCATION

IIIT RK Valley
Bachelors in Metallurgy
2012 - 2016