

SANTHOSH REDDY KANTHALA

Lead UX Designer | 10+ Years of Experience in Enterprise & B2B Product Design

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PROFESSIONAL SUMMARY

Strategic and Impact-driven Lead UX Designer with 10+ years of experience specializing in end-to-end User-Centered Design (UCD) for complex B2B enterprise applications, SaaS platforms, and 0-to-1 products. Proven track record of leading cross-functional teams, establishing scalable design systems, and leveraging data-driven insights to accelerate time-to-market and boost user engagement. Adept at bridging the gap between user needs, business goals, and technical constraints—including emerging AI/Agentic UX and live collaboration frameworks—to deliver highly intuitive, accessible, and impactful digital experiences.

CORE COMPETENCIES & TECHNICAL SKILLS

- **UX Research & Strategy:** User Research, Agentic UX, Human-in-the-Loop Design, 0->1 Product Design, Information Architecture, User Flows, Journey Mapping, Usability Testing, Accessibility (a11y).
- **UI & Visual Design:** Visual Design, Interaction Design, Wireframing, Prototyping, Design Systems, Typography, Iconography, Color Theory, Responsive Design, UX Patterns.
- **Leadership & Process:** Design Leadership, Agile Methodology, Cross-functional Collaboration, Iterative Design, Problem-Solving, Storyboarding.
- **Tools & Technologies:** Figma, Figma Make, Adobe CC (XD, Illustrator, Photoshop, AfterEffects, PremierePro, Dimension), Zeplin, InVision, Spline 3D, Cinema 4D, Blender, V0, Cursor, Open Code, Visual Studio, HTML/CSS.

PROFESSIONAL EXPERIENCE

BlueYonder | Senior UX Designer 2 | Sep 2024 – May 2026

- Spearheaded end-to-end UX design for the enterprise CATMAN suite, taking full ownership of the product and mentoring 1 associate designer; pilot customers completed complex planogramming tasks 50% faster.
- Architected the first-ever live collaboration layer for space planning applications using a novel live blocks framework, driving org-wide adoption across multiple internal product teams.
- Contributed 25+ core components to the 'Fractal' Design System, standardizing UI patterns and reducing design-to-engineering handoff time by 30%.
- Designed the Supply Chain Network Visualizer, partnering with engineering to leverage the Yworks framework and cut implementation time by 40%.
- Streamlined the segmentation and clustering workflow in Supply Planning, directly contributing to a 5% increase in new customer acquisition in that product space.

Brane Enterprises | Senior UI/UX Designer | Apr 2023 – Sep 2024

- Led and mentored a team of 5 junior designers, directing the end-to-end UX/UI strategy for complex B2B enterprise products, including ERP, inventory management, and ticketing systems.
- Spearheaded the UX, responsive design, and SEO strategy for the official company website, driving a 30% increase in organic web traffic within the first three months post-launch.
- Optimized the user journey for a proprietary no-code platform, streamlining core workflows to reduce new user onboarding time by 20% and boosting overall customer satisfaction by 15%.

PI.EXCHANGE | Product UI/UX Designer | Mar 2022 – Mar 2023

- Partnered with data scientists in cross-functional design sprints to define product vision and clarify user needs, boosting design alignment and stakeholder satisfaction by 20%.
- Streamlined the discovery and ideation phases through comprehensive user journey mapping and rapid low-fidelity wireframing, cutting iteration time by 25% and accelerating the prototyping process.
- Delivered high-fidelity mockups and collaborated closely with engineering teams, driving a 30% faster time-to-market and improving UI consistency by 15%.
- Founded and scaled a centralized design system from scratch, integrating accessibility (a11y) testing standards to ensure inclusive, consistent user experiences across products.

Temenos | Senior UI Designer | Aug 2019 – Feb 2022

- Architected comprehensive design libraries and UI component systems, standardizing brand consistency across complex enterprise financial products and boosting overall design efficiency by 25%.
- Led end-to-end UI design and partnered with digital specialists to analyze interface data, driving iterative improvements that increased user satisfaction by 20% and reduced user errors by 15%.
- Mentored and upskilled junior designers, establishing best practices and conducting design reviews that elevated the overall proficiency and output quality of the design team.

Walking Tree Technologies | UI/UX Designer | Mar 2016 – Aug 2019

- Directed end-to-end UI/UX design for a diverse portfolio of complex enterprise applications (including ERP, Risk Management, Insurance, and Logistics), improving project delivery efficiency by 20% through standardized design workflows.
- Architected and maintained foundational design systems and custom iconography across multiple platforms, increasing design coherence and brand consistency by 30%.
- Led cross-channel design initiatives (websites, marketing collateral, and video content), ensuring strict alignment with brand goals and driving a 20% increase in overall user engagement.

EDUCATION

Bachelor of Science (Major in Design and Animation)

Mahatma Gandhi University, Meghalaya | 2011 – 2014