HARISH KULATHURAJAN

Senior Product Designer

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SUMMARY

Senior product designer with 6 years across EdTech, FinTech, HealthTech, electric vehicles and gaming, who asks why before how. I find the real problem and solve it with whatever it takes, whether that's research, data, behavior or narrative, and build solutions myself when the engineering queue is the bottleneck. I lead a team of 3 product designers. Looking for a product team where the problem matters more than the process.

EXPERIENCE

NxtWave Disruptive Technologies · Hyderabad, India

Product Designer 2 Oct 2024 – Present

Lead design for Intensive, Launchpad, Topin Tech and NIAT Student Success, working with product managers, business heads, engineering and sales teams.

- **Intensive acquisition funnel:** Owned improvements across the lead-generation and conversion funnel that brought in ₹1.43 crore in enrollment revenue (371 enrollments) in 8 months (Mar–Nov 2026).
  - **Unified website and lead form:** Interviewed students, visited six competing institutes undercover and ran a 60-day Google Analytics and Microsoft Clarity audit, then rebuilt the website around the trust gaps they showed. Visit-to-enquiry rate rose from 8.06% to 10.61% (+31.6%) over 8 months. Redesigned the lead form to ask for phone verification last and built it with Claude; form drop-off fell from ~30% to about 10%.
  - **Center visit audit:** Walked into the offline center undercover as a prospective student and mapped the full visit journey. Fixed compliance risks in the sales pitch first, then the demo, follow-up and sign-up form. In the 16 days after, the visit-to-seat-reservation rate rose 9.25 percentage points and the visit-to-enrollment rate 4.75 percentage points.
  - **Talk to a Student:** Designed, in under an hour, a feature that connects prospective students with current ones. Of 325 responses, 79 reserved a seat (24.3%) and 69 enrolled (21.2%), Apr–Sep 2026.
- **CP Ladder and DSA Sheet (Launchpad):** Led end-to-end design of structured practice for competitive programming (final-year students) and data structures and algorithms (first- and second-year students), so students practise on the platform instead of leaving for Codeforces. Validated with a beta release, then shipped the full version. CP Ladder: 55% repeat usage, 49% 30-day return, 9.4 minutes per user. DSA Sheet: 58%, 54%, 7.2 minutes.
- **NIAT Makers Conclave:** Designed and shipped the program's registration site solo on Framer in under 48 hours, covering research, information architecture, user flows, copy and UI. 4,240 registrations from 6,500 unique visitors in 12 days, with no paid campaign.
- **Team:** Lead a team of 3 product designers: run design reviews and critiques, set the quality bar, plan and assign work, and hold one-on-ones for career growth. Mentor product designers, visual designers and UX researchers across the design team.

Product Designer May 2023 – Oct 2024

- **Retention and engagement (Academy and Intensive):** Designed features to improve learner retention and engagement, including My Journey, a progress view that shows learners which stage of the course they're in, how far they've come, and which stages unlock next.
- **Design system:** Contributed to building the design system.
- **Team:** Led a team of 2 product designers.

Sketch Brahma Technologies · Bangalore, India

Product Designer Jul 2021 – May 2023

- Led design of an employee stock ownership plan (ESOP) and investment platform, and designed a 3D diagnostics tool, a 0-to-1 gaming app and a B2B lending web app.
- **Client: Ather Energy** (Jan – May 2023): Redesigned the landing page, charging-station map and total cost of ownership flow for prospective electric scooter buyers.
- **Client: MediBuddy** (Aug 2022 – Jan 2023): Led web and mobile design across Labs and Medicines, including provider upsell pages and a checkout redesign. Mentored designers across pods.

ProdX · Remote

UX Designer Jan 2021 – Jul 2021

- Designed an Android dating app and an EdTech website: user flows, wireframes and responsive UI.

SKILLS

Product design: UI/UX design, end-to-end product design, visual design, mobile app design, B2C and B2B products, 0-to-1 products, growth design, conversion optimization, retention and engagement, information architecture, interaction design, user flows, wireframing, prototyping, design systems, mobile-first and responsive web design

Research and analytics: User research, user interviews, field research, journey mapping, usability testing, funnel analysis, Google Analytics, Microsoft Clarity

Collaboration: Cross-functional collaboration with product managers, business heads, engineering and sales; stakeholder management; team leadership; mentoring

Tools: Figma, FigJam, Framer, Miro, ClickUp, Google Docs

AI: Claude, Claude Code, ChatGPT, Codex, Cursor, Figma Make, Google AI Studio, Google Antigravity, Lovable, Replit, Magnific

EDUCATION

Bachelor of Engineering (B.E.), Computer Science and Engineering · Sethu Institute of Technology, Madurai · 2021 · CGPA 8.9/10