

KUNAL SARIN

Principal Product Designer

Twenty years across telecom, banking, and B2B platforms. Built a UX practice from scratch inside a 1,000+ engineer telecom business; led design on one of IKEA's largest inventory-management systems; managed Hero MotoCorp's multi-bank retail finance platform; ran design on a US carrier's 2030-vision contact-centre platform. Most recently scoped, designed, and shipped VEDA — an AI project-intelligence bot — solo from blueprint to production.

CONTACT

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DESIGN

Design leadership

Service blueprints

Multi-stakeholder design

Design systems

Stakeholder management

Information architecture

User research

AI TOOLS

Claude + Claude Code

Emergent

Figma Make

v0 by Vercel

Cursor

Magic Patterns

DESIGN TOOLS

Figma + FigJam

Mural · Miro

SHIPS VIA CLAUDE CODE

Languages I've delivered production code in, with Claude Code as pair-programmer.

Python + FastAPI

TypeScript

Docker

MS Bot Framework

Rust + Tauri

MQL5 algo trading

LANGUAGES

English Native

Hindi Native

Punjabi Native

EDUCATION

B.Sc., Information Technology

Sikkim Manipal University

2005–2008

EXPERIENCE

YUJ Designs · Principal UX

May 2022 – Present

Pune, India

- **VEDA** — scoped, designed, and shipped solo. AI project-intelligence bot inside Microsoft Teams; live across five client engagements. Leadership demo led directly to a new billable BCG engagement.
- **Contact Centre 2030 (under NDA)** — Design Lead on a US carrier's 2030-vision agent workspace. Workflow architecture, supervisor-model framing, hybrid mode (human voice, AI hands).
- **Hero Retail Finance** — Design Manager on Hero MotoCorp's multi-bank retail finance platform. Three audience-specific UIs (customer, dealer, Hero HQ) on one unified journey.
- **IKEA Inventory Management (2023)** — Design Lead on one of IKEA's largest inventory-management platforms. Enterprise-scale, multi-stakeholder UX across warehouse and store operations.
- **Mahindra OJA** — multilingual offline-first connected-tractor app deployed across India, South Africa, and the USA.
- Mentor and direct a design team across concurrent engagements.

Daffodil Software · Senior Manager UX

Jun 2021 – Apr 2022

Gurugram, India

- Managed a 26-person multi-disciplinary team — BAs, UI/UX designers, and frontend engineers — across concurrent product engagements.
- Owned departmental KRAs, work allocation, client communication, capacity planning, and team development.

Webention · Design Head

Oct 2017 – Jun 2021

Gurugram, India

- Built and led the design organisation end-to-end — pre-sales and BD through BA, design, and frontend delivery.
- Grew the team across multiple industries; applied both waterfall and agile depending on engagement.

Mahindra Comviva (Tech Mahindra) · Manager UX

Jun 2012 – Sep 2017

Gurugram, India

- Built the UX practice from scratch inside a 1,000+ engineer telecom-platform business.
- Led design on **Revenue Plus** (campaign management for Tier-1 cellular operators including Airtel) and the **Airtel Self-Care** consumer app.
- Contributed to the FDC Mobile Payment integration used by ICICI Bank.

Educomp Solutions · Lead UX Designer

Feb 2009 – May 2012

Gurugram, India

- Led concept-through-implementation design on K-12 EdTech platforms —

interactive learning content, teacher dashboards, and admin tooling.

Net Solutions · Web Designer

Sep 2006 – Jan 2009

Mohali, India

- Career foundation — websites, identity systems, and rich-media campaigns. Where the craft fundamentals came from.

PERSONAL R&D

- **Jupiter Knowledge Hub** — self-initiated proposal. Designed a multi-agent service blueprint for a regulated wealth-publication workflow at a fintech (Insight Synthesizer → Content Architect → Compliance Validator → Design Composer). Pitched to leadership; became a live client conversation.
- **Live algorithmic forex trading system (prop firm challenge)** — multi-EA architecture with a strategy-agnostic Risk Governor. Docker on Linux VPS, Telegram alerts. 92 closed trades, zero daily drawdown breaches. Built solo with Claude Code (MQL5 + Python).
- **Local-first AI desktop product in Rust + Tauri (stealth)** — on-device Whisper transcription, sqlite-vec semantic search, three-pillar real-time intelligence layer.