

Rajaraman Arumugam

Product Design Leader

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[Portfolio](#) | [LinkedIn](#) | [GitHub](#)

Product design leader with 18 years across B2B SaaS, enterprise AI, fintech, logistics, and telecom. I work end to end, from user research and discovery to high-craft design, while building and leading high-performing design teams that ship consistent, scalable work. I have taken products from 0 to 1 and grown established platforms at scale. At Kore.ai I direct design for an enterprise AI platform serving 400+ Fortune 2000 customers, where I drove platform-wide growth and moved the team to an AI-native way of working.

SKILLS

Design Leadership

- Design Strategy
- Team Building and Hiring
- Design Operations
- Stakeholder Management at C-suite Level
- Org-level Design Culture

AI and Agentic Design

- Agentic AI UX Patterns
- Human-AI Collaboration Models
- Trust and Transparency Design
- AI-Assisted Design Workflows
- Claude-Powered Design Tooling

Product Design

- Interaction Design
- Information Architecture
- Data Visualisation
- Design Systems and Tokens
- User Research

Domain Expertise

- Enterprise AI and ML Platforms
- B2B SaaS
- Data-rich Dashboards and Analytics
- Logistics and Supply Chain
- Telecom and Communications
- Proptech
- Financial Services (UX consulting)

EDUCATION

Bachelor of Engineering in Computer Science

Park College of Engineering and Technology

2001 - 2005 Tamil Nadu, India

CERTIFICATIONS

UX Management: Strategy and Tactics

Nielsen Norman Group (NN/g) 2022

LANGUAGES

English (Professional) · Tamil (Native)

WORK EXPERIENCE

Kore.ai

Aug 2023 - Present

Director of Product Design · Hyderabad, India

- Redesigned the platform's core automation-building experience, cutting automation deployment time by 30% and shifting that capability from engineers to business users.
- Drove the design org's shift to an AI-native practice, where AI carries production work and designers focus their judgment on the decisions that shape the product, shipping work faster.
- Led and grew a multi-level design team through mentoring, performance management, and a consistent operating cadence.

PropertyGuru Group

Nov 2021 - Aug 2023

Data Products Design Lead · Singapore, Singapore

- Designed B2B data products for agents, bankers, and valuers, running field research with each profession to cut valuation turnaround and make the underlying data easier to trust.
- Grew and led the data-products design team across Singapore and Malaysia, holding one quality standard across both markets.

Quincus

Jul 2020 - Nov 2021

Senior UX Designer · Singapore, Singapore

- Redesigned B2B shipment flows from field research with warehouse and operations teams, cutting friction in a system handling tens of millions of shipments and lifting user satisfaction 30%.
- Built and led the company's first design function across logistics and supply chain verticals, as the platform scaled across dozens of markets.

8x8 (Wavecell)

Sep 2017 - Jul 2020

User Experience Designer · Singapore, Singapore

- Designed the unified portal bringing SMS, chat apps, voice, and video into one interface, including the routing and fallback system that decides how messages reach customers across channels, driving a 25% increase in user adoption.

NextLabs

Apr 2015 - Sep 2017

User Experience Designer · Singapore, Singapore

- Transitioned legacy Windows enterprise security applications to cloud-based SaaS across web, desktop, and mobile, redesigning a critical module for a 40% increase in user productivity.

Qatar Airways

Nov 2011 - Apr 2015

Usability Analyst · Doha, Qatar

- Designed loyalty management, call center, and CRM applications for the airline's back-office operations, serving millions of Privilege Club members.

Botcode

Nov 2008 - Mar 2011

Senior Web Designer and Developer, Team Lead · Chennai, India