

# Kiran Vishwanadula

## Lead Product Designer

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Product Designer with 10+ years of experience owning end-to-end product design across B2B and B2C digital platforms. Proven in defining product vision, driving execution from concept to scale, and delivering user-centric, data-driven experiences across complex domains. Known for transforming ambiguity into clear product direction, building scalable design systems, and aligning design strategy with business objectives, user needs, and technical constraints.

Experienced across Wealth Tech, FinTech, EdTech, Gaming Tech, AdTech, and Banking, with a strong focus on dashboards, journeys, and platform-level experiences. Quickly adaptable to any domain. Highly effective in cross-functional collaboration with product, engineering, and leadership teams, and in leveraging AI-assisted workflows to accelerate prototyping, validation, and decision-making. Fostering a culture of curiosity and excellence by mentoring 20+ designers.

## Work History

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### Invest4Edu Private Limited, Hyderabad, India

#### Lead Product Designer

June 2024 – Present

- Owned the complete design vision and execution across B2B and B2C EdTech platforms, driving products for, enterprises, financial institutions, students, parents, investors, educational institutes.
- Designed intuitive B2C experiences for students and parents, simplifying learning journeys, onboarding, progress tracking, and decision-making.
- Designed a student-focused dashboard, resulting in a 4.7-minute increase in average user engagement time.
- Developed a dynamic education journey timeline dashboard, enabling students and parents to visualize academic progress, milestones, and next-step recommendations.
- Owned end-to-end design leadership for B2C investor dashboards, covering unlisted equities, mutual funds, PMS, and other financial products.
- Designed B2B financial dashboards for investors and institutions, supporting stocks, unlisted equity, AIFs, education loans, insurance, and related financial products.
- Translated complex financial and educational data into clear, actionable dashboards for diverse user segments.
- Built and scaled design systems and UX frameworks from scratch, supporting multi-role, multi-tenant platforms.
- Acted as the single point of ownership for design decisions, aligning business objectives, user needs, and technical constraints.
- Collaborated with product, engineering, growth, and leadership teams to deliver measurable outcomes.
- Leveraged AI tools to transform Figma designs into functional, real-time prototypes, accelerating feedback loops and decision-making

### GREEN TURTLE GAMING TECHNOLOGIES, Hyderabad, India

#### Lead UI/UX Designer

April 2023 – May 2024

- Spearheaded the entire UI/UX design process for gaming applications, ensuring seamless and engaging user experiences.
- Created and managed all UI designs, wireframes, and prototypes for both web and mobile platforms, consistently exceeding user satisfaction goals.
- Developed and maintained user-centric design principles, incorporating user feedback and usability testing to drive continuous improvements.
- Collaborated closely with cross-functional teams, including product managers, developers, and marketers, to align design strategies with business objectives.
- Crafted user flows, user personas, and information architectures to guide product development and enhance user onboarding experiences.
- Led a talented design team, providing mentorship and fostering a culture of creativity, innovation, and user-centred design thinking.

## BRANDWAR BUSINESS SERVICES PVT. LTD, Hyderabad, India

### UI/UX Designer

June 2017 – April 2023

- Designed and created a user-friendly B2B application that seamlessly integrates sales tracking, team tracking, recruitment, and CRM features, resulting in improved business efficiency and productivity.
- Created highly intuitive website designs by researching and implementing emerging UX design trends and practices.
- Developed user-friendly solutions to enhance website usability and increase customer satisfaction.
- Designed and updated websites, landing pages, digital assets using WordPress to support marketing & communication strategies.
- Maximized system performance by applying iterative back-end development updates to enhance the end-user experience.
- Brainstormed new UX developments with the product development team during design review meetings.
- Designed creative assets that aligned with the brand image and achieved marketing and merchant objectives.
- Collaborated with the product development team to design and implement highly interactive, data-intensive web applications.
- Created navigation, user workflows, and layouts focusing on usability.
- Developed wireframes, interface mock-ups, and page prototypes.
- Conducted usability testing and incorporated user feedback into the final product design.
- Communicated and presented design decisions and rationale to key stakeholders.

## Vsoft Technologies India Private Limited, Hyderabad, India

### Graphic Designer

June 2016 – June 2017

- Created digital image files for use in digital and traditional printing methods.
- Developed creative designs for print materials, brochures, banners, and signs.
- Completed final touches for projects such as image sizes and font selection.
- Presented mock-ups to customers and collected information for adjustments.
- Designed creative digital displays used in online advertising for local businesses.

## Skillset

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Interaction Design, User Research, Usability Testing, Wireframing, Prototyping, User Flows, Accessibility, Visual Design, Product Strategy, Stakeholder Management, Responsiveness, Systems Thinking, Mobile Application Design.

## Tools

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Figma, Miro, Notion, Slack, Framer(Prototyping), G-Suite, Jira, After Effects, Photoshop, Illustrator, Rive-app, WordPress, Shopify, HTML/CSS, AI-assisted tools (UXPilot AI, Adobe Firefly, Miro Assist, ChatGPT)

## Portfolio

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<https://kiranjinnil.com>

Figma Files:

[Invest4edu Web and Mobile](#) – Fintech & Ed Tech

[Rummy Jax – Indian Rummy Game](#) – Real Money Gaming

Includes selected works. Additional NDA / confidential projects available to showcase during interviews.