

Parasuraman Kannan

I'm a seasoned designer with 10+ years of diverse experience spanning industries like SaaS, fintech, healthcare, and more. I thrive in leadership roles while staying hands-on with design. Guiding and mentoring teams to success is my forte.

 [Portfolio](#)

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WORK EXPERIENCE

Zeda.io

Head of Design · Apr 2022 - Oct 2023

- Innovated user experience for Zeda 2.0, focusing on simplicity and clarity, resulting in a **40% increase in user engagement** and a **50% reduction in user onboarding time**.
- Led the development and successful launch of Zeda 2.0, achieving a top spot as 'Product of the Day' on Product Hunt and ranking as the 'No. 1 SaaS Product of the Week' and 'No. 1 AI Product of the Week'.
- Drove a **36% improvement in product adoption** post-launch, reflecting enhanced user satisfaction and platform efficiency.
- Managed and inspired a team of designers and cross functional members, playing a key role in both design and strategic product decisions.
- Designed and implemented a comprehensive design system, end-to-end user flows and user interfaces including re-usable design components leading to an overall user experience and a 25% increase in customer satisfaction ratings, and a **30% increase in daily active users**.

Rely.sg (Acquired by Pace)

Lead User Experience Designer, · Jul 2019 - Mar 2022

- Orchestrated the development and launch of the 'Buy Now Pay Later' payment gateway, successfully transitioning from prototype to live product in Singapore and Malaysia.
- Collaborated closely with founders, aiding in strategic decisions and leading a team of 15 in India to scale the product effectively.
- Designed and launched Rely's mobile app enabling in-store purchases and seamless integration into Singapore's leading mall apps, resulting in a **~60% increase in app downloads**.
- Led iterative full-stack design process leading to scaled **product reach from 4 to 200+ stores** in Singapore and Malaysia, demonstrating a **~500% growth in retail partnerships**.
- Conducted a successful product pilot in South Korea, paving the way for international expansion and a **~16% increase in user base in the Asian market**.

Halodoc

Lead User Experience Designer, · Aug 2017- Jul 2019

- Joined Halodoc in its early stages and **led iterative user experience** process across multiple applications, including the customer app (for medicine ordering, online doctor consultations, and in-house lab tests), the doctor app, pharmacy app, internal inventory dashboard, and customer service team dashboards.
- Designed and implemented additional app features such as a period tracker, BMI calculator, and medication reminders, and insurance services, leading to a **15% increase in daily active users**.
- The user experience overhaul resulted in a 28% increase in app usability scores and a 25% reduction in customer service issues.
- Expanded the design team from a single designer to a robust six-member team. Collaborated extensively with multifunctional teams across India and Indonesia, enhancing cross-regional product synergy and cultural relevance in app features.

Appsfly.io (Acquired by Walmart)

Lead User Experience Designer, | Mar 2017 - Aug 2017

- Specialized in micro-app design and integration during my tenure, focusing on building white-label app API designs to facilitate seamless integration between different applications and to address last-mile gaps in service delivery.
- Enhanced user experiences across partnered applications.

Inkoniq (Now a CX100 company)

Senior Experience Designer, | Oct 2015 - Feb 2017

- Led design projects for 30+ clients spanning various industries, including Fintech, E-learning, Big data, Entertainment including Mahindra Comviva, Talent-edge, Bank Muscat, V cinema, Plexa and many more.
- Promoted from UX designer Began exemplifying significant professional growth and expertise in user experience design. Guided and mentored junior designers at the firm.

Earlier Career Experience

2008 - 2015

Started as an intern at Sridevi Tools, then progressed to design engineering roles at Technical Overseas Est Gen Contracting and Schmidt-lackner-design. My final role before transitioning to UX was as an Industrial Designer at Lumium Innovation.

EDUCATION

Coventry university

Msc. Engineering in product design | Graduated Aug 2014

GTTI

Diploma in Machining Technology | Graduated Aug 2008

ACHIEVEMENTS

🏆 **Pune design festival** - WINNER at Battle of Design

🚀 **Zeda 2.0** - Product Hunt launch

🚀 **ReleaseNote.Ai** - Product Hunt launch

💡 **Fox Academy, India**- Led workshops for Japanese exchange students.

SKILLS

Product strategy
End-to-end product design / experience design
Design systems
User interface design
Wire-framing & Interactive prototyping
Data analysis
Journey mapping
User research

TOOLS

Figma
Adobe XD
Sketch
Adobe creative cloud
Mixpanel
Amplitude
Google analytics
Useberry