

Lena Aravind S

Senior Product Designer · GenAI Experiences, Analytics Dashboards & Enterprise UX

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SUMMARY

Product designer with 4+ years designing AI-driven workflows, GenAI experiences, and multi-level analytics dashboards for complex B2B enterprise products at Kebs.ai — across CRM, CPQ, Finance, ATS, and AI agents. Strong on conversational UI, agentic task flows, AI copilots, explainable AI patterns, and design systems for AI-powered products.

EXPERIENCE

Senior Product Designer · Kebs.ai (AI-First B2B SaaS)

Chennai, India

Apr 2024 – Present

- Own end-to-end design across 15+ B2B SaaS modules — CRM, CPQ, ATS, Finance, Project & Resource Management, Timesheets, HR, RevOps, Dashboards, and AI Agents — used by 10k+ users across 8+ organisations.
- Designed agentic AI workflows and GenAI experiences across CRM, CPQ, HR, and Timesheet modules — including conversational UI, AI copilots, agentic task flows, recommendation patterns, and multi-step AI-driven decision journeys.
- Standardised AI trust patterns — explainability, confidence indicators, human-in-the-loop overrides, safe-failure states, next-action prompts — for AI-assisted decision journeys.
- Designed multi-level analytics dashboards and Gen AI-powered decision-support views — translating analytical metrics into clear, intuitive UI components for role-specific stakeholders.
- Built and govern a multi-tenant, role-based design system — primitives, tokens, components, AI-pattern library — across all 15+ modules; enabled ~60% faster delivery.
- Redesigning the timesheet submission flow through research and benchmarking, lifting on-time submissions from 65% to 90% within two release cycles.
- Facilitated design reviews, sprints, and cross-functional workshops with product, engineering, and SMEs; mentored junior designers through structured critique and pairing — improving their independence on flows, spec quality, and design system usage.

UI/UX Designer · Kaar Tech

Chennai, India

Sep 2022 – Mar 2024

- Designed executive cross-platform analytics dashboards (web + responsive) for CEO, CFO, and CIO personas — translating complex operational and financial data into decision-support visualizations.
- Designed enterprise modules across HR, Finance, Resource Allocation, Leave, Timesheet, and Attendance; owned full lifecycle from research → wireframes → high-fidelity UI → developer handoff.
- Contributed reusable frontend components alongside engineering, improving deployment efficiency and reducing feature delivery time by 23%.

ACHIEVEMENTS

- **2nd Runner-Up, UXL Designathon (Enterprise track)** — Top 3 among 206 teams for an emergency call response dashboard for the Chennai Fire Department.
- **Winner, Microsoft Fix-Hack-Learn** — 1st place among 150+ projects for advanced dashboard utilities in HTML, CSS, and React; reduced on-call effort by 10%.

SKILLS

Design UX/UI design, interaction design, human-computer interaction (HCI), visual design, information architecture, design systems, prototyping, wireframes, style guides, iconography, accessibility (WCAG)

AI Product Design Agentic UX, conversational UI, AI copilots, GenAI experiences, explainable AI (XAI), recommendation UX, multi-step AI workflows, trust patterns, decision-support UI

Analytics & Dashboards Multi-level analytics dashboards, data visualization, executive dashboards (CEO/CFO/CIO), persona-based decision-support views

Research User interviews, usability testing, heuristic evaluation, competitor analysis, workshops, design sprints

Tools Figma, Figma Make, FigJam, Adobe Illustrator, Photoshop, Sketch, Adobe XD, Framer, Axure, Miro, JIRA

AI-Assisted Workflow & Code Cursor, Claude, ChatGPT, v0, Lovable, Bolt, Figma Make · HTML, CSS, JavaScript, React (working knowledge)

EDUCATION

B.E. Electronics and Communication Engineering · Anna University · CGPA: 8.9/10

Jun 2019 – Apr 2023