

Kiran Vishwanadula

Lead Product Designer

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Location: Hyderabad, India | **Open to relocation (UK & EU)**

PROFESSIONAL SUMMARY

Lead Product Designer with 10+ years of experience owning end-to-end product design across B2B and B2C digital platforms in Wealth Tech, FinTech, EdTech, Gaming Tech, AdTech, and Banking. Proven in defining product vision, building scalable design systems, and translating complex data into intuitive user experiences. Known for driving AI-powered design workflows, including an OS-level automation that generates Figma design templates and Next.js code from Notion inputs, eliminating zero-start friction and accelerating delivery across teams. Currently based in India and open to relocating to the UK or EU.

CORE SKILLS

Interaction Design, User Research, Design Systems, Prototyping, Wireframing, Product Strategy, Visual Design, Usability Testing, Accessibility, Mobile Design, AI-Assisted Coding, Vibe Coding, Systems Thinking, B2B and B2C Platforms, Cross-Functional Leadership.

WORK EXPERIENCE

InvestValue Fintech Private Limited

Lead Product Designer

Oct 2025 – Present

Internally transferred from Invest4Edu (group company). Took on design ownership of two additional products, NeoFinDesk and InvestValue Capital, while building a unified design system across the group.

- Built a unified design system and component library from scratch, shared across NeoFinDesk and InvestValue Capital, ensuring visual consistency and significantly reducing design and development setup time per feature.
- Designed and shipped an AI-powered pipeline that reads Notion briefs and design specs and automatically generates two outputs in parallel: a Figma file pre-populated with design system components and layouts, and a Next.js scaffold with the corresponding component structure, so no project starts from a blank screen.
- Eliminated the blank-screen problem across the product org; designers, developers, and PMs used the pipeline daily, with developers picking up generated Next.js code and starting implementation on the same day a brief was written.
- Reduced project kick-off from days to hours, letting teams focus immediately on product decisions rather than setup, structure, or repetitive scaffolding.
- Complemented the pipeline with vibe-coding workflows using Figma Make, Claude AI, ChatGPT, and Cursor to convert high-fidelity Figma designs into production-ready frontend code, compressing the design-to-development handoff from days to hours.
- NeoFinDesk (India's first multi-issuer wealth tech marketplace): Designed end-to-end UX for a data-heavy B2B and B2C marketplace serving 40+ institutional and 500+ distribution partners, covering 10+ complex asset classes (Mutual Funds, AIFs, PMS, Pre-IPO equity, Bonds, NCDs, MLDs, Insurance, Education Loans, and Fixed Income) in a single unified interface.
- Led design of real-time portfolio analytics dashboards with multi-level drilldowns across client, portfolio, and product views, enabling wealth managers to monitor, benchmark, and rebalance across asset classes on one screen.
- Redesigned the client onboarding flow for wealth managers, reducing time to onboard a new client by 6x through progressive disclosure, simplified KYC journeys, and intelligent form sequencing.
- Designed the Virtual Product Desk, a B2B distributor tool giving advisors instant access to product comparisons, live benchmarking data, and compliance documentation across issuers, replacing slow manual research workflows.
- InvestValue Capital (PMS investor dashboard): Designed a real-time dashboard giving HNI and institutional investors live visibility into fund performance, asset allocation, returns vs benchmark, and full transaction history in a single self-serve interface, reducing investor dependency on relationship managers and cutting inbound support calls.

Invest4Edu Private Limited

Lead Product Designer

Jun 2024 – Oct 2025

India's first AI-powered education planning platform combining financial planning, career guidance, and education finance. 100,000+ active students, serving student, parent, and institutional personas.

- Owned end-to-end design of the full B2C experience for 100,000+ active students and parents, covering onboarding, psychometric assessments, goal-based education planning, SIP and mutual fund selection, and education loan comparison.
- Delivered a student dashboard that increased average session time by 4.7 minutes and drove a 500% increase in average time spent on the web app, a direct result of making complex financial and education data feel approachable and actionable.

- Drove a 160% increase in education planning completion by redesigning the planning journey with progressive steps, contextual guidance, and reduced cognitive load at each stage.
- Designed and shipped EDU AI, an in-app conversational AI chatbot acting as a combined financial advisor and career counsellor, helping students with college selection, career path planning, mutual fund recommendations, and education loan comparisons in a single chat interface, with strong engagement and retention.
- Built B2B institutional dashboards for education loan providers and financial advisors, supporting multi-role, multi-tenant workflows with distinct data views per user type.
- Built the AI Design Pipeline (Notion-to-Figma + Next.js automation) during this tenure; it was adopted by the whole product org and later scaled to InvestValue after the internal transfer.

Green Turtle Gaming Technologies

Lead UI/UX Designer

Apr 2023 – May 2024

- Led the entire UI/UX design process for gaming applications, ensuring seamless and engaging user experiences across web and mobile platforms.
- Increased user sign-up conversion by 600% through onboarding optimization, streamlined user flows, and data-driven UX improvements.
- Contributed to a 3x increase in revenue by improving player retention, in-app engagement, and monetization-focused user experiences.
- Increased average time spent on the app by 2.76x and boosted in-game engagement by 5x through gamified interaction patterns, improved gameplay UX, and personalized user journeys.
- Created and managed UI designs, wireframes, and interactive prototypes for web and mobile products, consistently exceeding usability and engagement goals.
- Led and mentored a design team, fostering a culture of creativity, innovation, and user-centered design thinking, while collaborating with product, engineering, and marketing to align design strategy with business goals.

Brandwar Business Services Pvt. Ltd.

UI/UX Designer

Jun 2017 – Apr 2023

- Designed a user-friendly B2B application integrating sales tracking, team tracking, recruitment, and CRM features, improving business efficiency and productivity.
- Handled design and digital experience delivery for 32+ clients across multiple industries, managing end-to-end UX, branding, and product experience requirements.
- Created intuitive website and product designs by researching and applying emerging UX trends and best practices, improving usability and customer satisfaction.
- Worked with cross-functional product teams to design highly interactive, data-intensive web applications, including navigation systems, user workflows, and layouts focused on usability and accessibility.
- Developed wireframes, interface mockups, and interactive prototypes, conducted usability testing, and incorporated user feedback into final designs.
- Presented design rationale, UX decisions, and strategic recommendations to key stakeholders and clients.

VSoft Technologies Pvt. Ltd.

Graphic Designer

Jun 2016 – Jun 2017

- Created digital image files for use in digital and traditional printing methods, and developed creative designs for print materials, brochures, banners, and signs.
- Designed digital displays used in online advertising for local businesses, presented mock-ups to customers, and incorporated feedback into final deliverables.

EDUCATION

Indian Institute of Technology, Roorkee

Executive Postgraduate Degree, UI/UX Design

SRM University

BBA – Digital Marketing

TOOLS & TECHNOLOGIES

Design: Figma, Framer, Rive, After Effects, Illustrator, Photoshop, Miro

AI & Coding: Claude AI, ChatGPT, Cursor, Figma Make, HTML/CSS, Next.js (scaffolding)

Productivity: Notion, Jira, Google Workspace, WordPress, Shopify