Boopathiraja Natarajan

Product Design Manager I UX Strategy I Design Systems I Enterprise Platforms I AI-Powered Experiences

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Professional Summary

Product Design Manager with 14+ years of experience leading enterprise product design initiatives across healthcare, fintech, mobility, and industrial platforms. I specialize in defining UX strategy, scaling design systems, mentoring multidisciplinary teams, and partnering with product and engineering leaders to deliver measurable business outcomes. Experienced in transforming complex workflows into intuitive digital experiences through research, AI-assisted design practices, and scalable product design operations.

Product Design Expertise

Product Design Leadership: Product Design Strategy, UX Vision & Roadmap, Design Leadership, Team Management, Mentoring & Coaching, Design Governance, Design Decision Ownership, Stakeholder Management, Executive Communication, KPI & OKR Alignment

UX & Product Experience Design: Experience Strategy, User Research, Usability Testing, User Journey Mapping, Information Architecture, User Flows, Interaction Design, Prototyping, HMI Design, Accessibility (WCAG 2.1), Inclusive Design, Data-Informed Design Decisions

Design Systems & Operations: Design System Strategy, Component Libraries, Design Tokens, Figma Libraries, Component Governance, Design Review Processes, Documentation, Scalable Design Processes, Design-Engineering Collaboration

Product & Business Collaboration: Product Strategy Alignment, Engineering Partnership, Cross-Functional Delivery, Agile/Scrum, Continuous Discovery, Client Collaboration, Solution Design, Pre-Sales Support

AI & Emerging Technologies: Generative AI Experience Design, AI-Assisted Design Workflows, AI-Powered Product Experiences, AI Analytics & Decision-Support Solutions, Prompt Engineering, AI Prototyping, ChatGPT, Claude AI, Cursor AI, Antigravity

Tools & Methodologies: Figma, FigJam, Miro, Adobe Creative Suite, Sketch, Zeplin, Jira, Confluence, Design Thinking, Double Diamond, Lean UX, Agile, Scrum, Jobs-to-be-Done

Work Experience

Product Design Consultant & Builder I Self-Employed I Remote

Mar 2025 – Present

- Provide independent product design consulting focused on UX strategy, healthcare products, and digital experience solutions.
- Designed and developed ArcruxCare, a healthcare platform concept to understand real-world product challenges across patient, doctor, and administrative workflows.
- Owned end-to-end product design activities including user research, problem definition, UX strategy, information architecture, user flows, prototyping, design systems, and implementation collaboration.
- Applied AI-assisted workflows and rapid prototyping approaches to accelerate product exploration and validation.
- Collaborated with developers to translate healthcare workflows into scalable product experiences.

Product Design Lead I Firminiq Systems I Kochi

Oct 2024 – Feb 2025

- Managed a 6-member multidisciplinary design team delivering healthcare platform experiences.
- Led UX strategy and product decisions across clinical workflows and enterprise healthcare applications.
- Improved clinician workflow efficiency by 25% through workflow optimization and decision-support improvements.
- Created the organization's first design system with 100+ reusable components, reducing design and development effort by 30%.
- Established design reviews, critique practices, and collaboration frameworks to improve product quality.

Product Design Manager I L&T Technology Services I Chennai

Mar 2022 – Apr 2024

- Led a 30+ member design organization across automotive, IoT, and financial services programs, establishing scalable UX practices across enterprise product portfolios.
- Managed design delivery across 3 concurrent client accounts, balancing project priorities, resource planning, quality standards, and stakeholder expectations.

- Led cross-functional teams across design, engineering, QA, and DevOps to deliver enterprise digital solutions in Agile environments.
- Partnered with senior leadership to present portfolio health, delivery status, risks, and strategic design recommendations.
- Defined design governance practices including design systems, accessibility (WCAG 2.1), documentation, and delivery standards.
- Led automotive HMI UX initiatives, creating intuitive in-vehicle experiences and driver-focused interaction workflows.
- Collaborated with audit and governance teams to monitor project health, compliance, and continuous improvement.
- Delivered AI-powered analytics and decision-support experiences with engineering teams, reducing client decision time by 25%.
- Improved design delivery speed by 30% through component governance, design system practices, and workflow optimization.
- Mentored designers through structured coaching and career development, enabling 9 designers to progress into senior and lead roles.

Lead UX/UI Designer | Tata Consultancy Services | Bangalore

Oct 2019 – Mar 2022

- Managed and mentored a 4-member design squad supporting enterprise product initiatives.
- Partnered with product, business, and marketing teams on client proposals, solution pitches, and new project opportunities through UX strategy and design consulting.
- Created experience strategies, prototypes, and design concepts to communicate solution value during pre-sales engagements.
- Redesigned enterprise workflows and onboarding experiences through research and usability testing, reducing onboarding time by 40% and support effort by 15%.
- Built reusable design patterns and component libraries to improve scalability and design-development collaboration.
- Worked closely with developers, architects, and stakeholders to deliver user-centered solutions aligned with business goals.

Senior UX/UI Designer | Accenture | Bangalore

Mar 2018 – Sep 2019

- Worked on enterprise healthcare and CRM solutions supporting athenahealth and Salesforce-based experiences.
- Designed enterprise interfaces following Salesforce Lightning Design System guidelines for scalable and consistent user experiences.
- Redesigned finance and healthcare workflows, improving usability and increasing user adoption by 40%.
- Conducted UX research, usability evaluations, and workflow analysis to identify experience improvements.
- Built reusable components and interaction patterns, reducing design delivery cycles by 25%.
- Applied accessibility-first design practices across enterprise applications.

UX/UI Designer | Cognizant Technology Solutions | Chennai

Apr 2016 – Feb 2018

- Conducted UX research, usability testing, heuristic evaluations, and experience audits for enterprise applications.
- Designed dashboards, workflow solutions, and data-driven interfaces focused on usability and operational efficiency.
- Created user flows, wireframes, prototypes, and high-fidelity designs based on user and business requirements.
- Improved collaboration between design and engineering teams through structured documentation and design processes.

Web Designer & Visual Designer | Wipro Ltd | Cenveo Publishing Services | Chennai & Bangalore

Feb 2010 – Dec 2015

- Designed responsive web experiences, UI frameworks, and scalable visual systems for enterprise platforms.
- Created digital assets, web interfaces, and responsive layouts aligned with brand standards and usability principles.
- Built strong foundations in visual design, interaction design, and user-centered design practices.

Education & Certifications

Bachelor of Science, Computer Science

Bharathiyar University, Coimbatore, Tamil Nadu

2006 - 2009

User Research – Methods and Best Practices

IxDF - The Interaction Design Foundation

Certified Lean Six Sigma AI Yellow Belt

Sparen & Gewinn Consulting

User Experience Design

IBM