

Siddhant Hada

Product Designer 2

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PROFILE

Product Designer with 6+ years of experience designing enterprise software used by Fortune 100 companies. Specialises in transforming complex, data-heavy workflows into intuitive, scalable interfaces, spanning design systems, charts, and AI-integrated planning tools. Proven ability to own end-to-end design across research, prototyping, delivery, and cross-functional alignment in fast-paced, global product teams.

CORE SKILLS & TOOLS

Design & Interaction Product Design, Interaction Design, Rapid Prototyping, Wireframing, High-Fidelity UI

Specialisations Data-Intensive UI/UX, Design Systems, Iconography, Accessibility (WCAG 2.1), AI-Integrated Workflows

Research & Strategy User Research, Usability Testing, Systems Thinking, Stakeholder Alignment, Agile Collaboration

Tools Figma, Figma Make, Framer, Illustrator, After Effects, Photoshop, HTML/CSS Basics, GenAI Tools, Claude, Stitch

WORK EXPERIENCE

o9 Solutions *May 2024 - Present, Bangalore*

Product Designer 2

About o9: It's an AI-powered enterprise planning platform serving global Fortune 100 clients, handling large-scale data for real-time decision-making in supply chain and operations.

Role & Impact: I work across core platform widgets like Charts, Pivot, Filters and Admin/Configuration, designing data-heavy workflows, improving interaction patterns, and contributing to design system and AI usability. I actively leverage AI tools across my design process.

Contributions:

- **Ai Integration:** Actively integrate AI into the design workflow, using Figma Make and Claude-powered prototypes hosted on Vercel for rapid prototyping, Gemini for research synthesis, Claude MCP with Notion for documentation, and AI tools for primary research, brainstorming, and usability testing.
- **Data Visualisation:** Led end-to-end migration to the HighCharts library, defining component behaviour, interaction patterns, and visual standards for charts used across planning modules.
- **Design Tooling:** Built internal Figma plugins to streamline team workflows, including JSON to Table and a skeletal loader generator covering all chart types, reducing repetitive design effort.
- **Design System:** Contributed to design system component creation and maintenance. Took complete ownership of a 1000+ icons and illustrations revamp across the platform, including Figma organisation and ongoing upkeep.
- **Accessibility:** Led WCAG 2.1 accessibility reviews, ensuring designs are keyboard navigable and screen reader accessible across core product workflows.
- **Admin & Config:** Owned multiple admin-side configuration flows end-to-end and currently leading the broader modernisation of the admin layer across the platform.
- **Research & Collaboration:** Built user research strategies, identified friction in planner workflows, and collaborated with PMs, PMM, Branding, QA, and end users to plan and ship meaningful improvements.
- **Motion Design:** Currently establishing the process and design direction for introducing motion and micro-interactions into the platform, alongside regular product delivery.

LeadSquared *Dec 2022 - Apr 2024, Bangalore*

Product Designer

About Lsq: It's a high-scale sales and marketing automation platform for enterprises in sectors like BFSI, EdTech, and healthcare, managing multi-channel customer interactions.

Role & Impact: I worked across the Service and CRM products, owning experiences end-to-end from 0 to 1, contributing to the design system, and aligning design direction across the organisation.

Contributions:

- **Omnichannel Ticketing:** Designed a 0-to-1 omnichannel ticketing tool for customer service agents, covering resolution workflows, a multi-tab detail view with conversation threads, SLA visibility, and integrations across email, chat, calls, and WhatsApp.
- **Customer Dashboard:** Designed a fully configurable Customer 360 dashboard consolidating all relevant customer data into an action-oriented layout with widgets, tailored for BFSI and EdTech use cases. Also owned the configurator application for admins to set it up without friction.
- **Chat-Based Resolution:** Contributed to a conversational ticket resolution flow, aligning with the shift toward faster, chat-based service expectations and reducing customer wait times.
- **Design System:** Created and maintained the design system. Later collaborated across design teams to drive company-wide design consistency across all products.
- **Research & Strategy:** Participated in research calls, ideation sessions, and product strategy discussions, collaborating with PMs, Directors, VPs, and development teams.
- **Brand Alignment:** Managed branding-related design tasks to align the product's visual direction with marketing and sales requirements.

West Pharmaceutical Services Jan 2020 - Dec 2022, Bangalore

Associate UX Designer

About West: West is a global leader in injectable drug packaging and medical devices, with a digital ecosystem supporting operations for 15,000+ employees across 50+ locations.

Role & Impact: Designed internal enterprise tools used globally, focusing on workflow clarity, usability, and consistency across applications within West's internal ecosystem.

Contributions:

- **E-Commerce:** Designed the e-commerce platform for bulk sales of injectable drug packaging to enterprise clients, simplifying navigation, product catalogue structure, and purchase flows for complex pricing combinations.
- **SharePoint Portal:** Took ownership of the company-wide SharePoint portal used by global employees for internal communications, updates, career resources, and more improving overall experience and usability.
- **Enterprise Application:** Designed core flows of the internal enterprise application, including dashboards, HR workflows, payroll processes, and configuration screens.
- **Brand & Design System:** Created branding assets, iconography, presentation templates, and illustrations, and contributed to setting up the component library.
- **Internal Products:** Designed a storage management application for the research lab, owning the process from initial research through to testing and delivery.

EDUCATION

Vellore Institute of Technology (VIT) 2016 - 2020

B.Tech in Computer Science and Engineering, **CGPA: 8.1**

RECOGNITIONS

- Won MIT Covid-19 Hackathon, selected from global submissions for innovative design-led solution.
- Won internal Design Contest at LeadSquared, recognised for design excellence across the product team.

COURSES

- UX design principles: Interaction Design Foundation (IxDF)
- Growth Design: GrowthX Cohort
- Basics of HTML/CSS: Coursera