

SANJU A

DESIGN ENGINEER • B2B SAAS • DATA-DRIVEN UX • INTERACTION DESIGN • DESIGN SYSTEMS

WORK EXPERIENCE

Product Designer II

LivSYT - OCT 2025 to PRESENT

- Designed agentic AI behaviors from scratch for a construction operations assistant: what it automates, when it acts autonomously, and when it hands control back to on-site teams
- Built working AI-enabled prototypes using Figma Make, Claude, and Gemini, replacing static mockups and removing the traditional design-to-dev handoff
- Created a demo prototype codebase from scratch that replicates the design system in code, which engineers use directly in development
- Raised team productivity by giving engineers working design-system code to build on, replacing spec-based rebuilds
- Cut concept-to-demo cycles from days to hours with AI-built prototypes, letting stakeholders test ideas earlier and engineers start from working code
- Streamlined claim management and physical progress updates with AI-driven workflows that reduce manual reporting for on-site teams
- Owned UX end to end across multiple modules, from problem definition through functional prototypes to implementation review.

Senior Product Designer

Atsuya Technologies Pvt Ltd.- SEP 2021 to OCT 2025

- Led end-to-end UX/UI design for B2B IoT platforms, significantly enhancing user retention by 30% and engagement by 25% by optimising critical dashboards, complex task flows, and interactive prototypes for enterprise users.
- Established a streamlined design handoff process, reducing development time by 40% while improving design-to-development translation by 30%.
- Championed the adoption of modern UX practices and introduced a comprehensive design system that elevated designer productivity by 30% and ensured consistent UI patterns across products.
- Leveraged data-driven insights and user testing feedback to optimise user experience, resulting in a 25% increase in user engagement for Atsuya AOne and other pilot products.
- Delivered high-fidelity, interactive prototypes that accelerated sales cycles and increased enterprise client win rates; enhanced development efficiency by 40% and user satisfaction by 15%.
- Successfully managed and delivered multiple client projects spanning meat retail, HoReCa, manufacturing, real estate, and Fortune 500 clients, contributing to substantial revenue and user acquisition growth.

Co-Founder, Lead Designer

One Media InfoCreation Pvt Ltd.- SEP 2016 to AUG 2021

- Conducted deep-dive UX research using tools like Hotjar and Google Analytics to inform comprehensive product redesigns; reduced bounce rates by 15% and cart abandonment by 21%.
- Designed and shipped EdTech platforms (Android, iOS) used by 40K+ users.
- Managed full design lifecycle - from user research and wireframes to final specs - across 20+ client projects.
- Collaborated with engineering, QA, and business teams to deliver projects with a 15% YoY revenue uplift.

EDUCATION

Bachelor of Computer Science & Technology

Government Engineering College, Idukki - 2014 to 2018

SKILLS

User Experience	UX Research	Interaction Design	Rapid Prototyping
Design Systems	Design Thinking	Visual Design	AI Driven Prototyping
Leadership	Business Accumen	Branding	

ABOUT ME

Design engineer building AI-native products for B2B and industrial teams.

Designing agentic AI experiences from scratch and prototyping them in working code that engineers carry straight into production. 5+ years across SaaS, IoT, and enterprise, from research to scalable design systems.

CONTACT ME

+91 8848 013 862

sanju.payankannur@gmail.com

https://sanju.work/

Hyderabad, India

ON THE WEB

https://linkedin.com/in/sanjuwdr

https://behance.net/sanjuwdr

https://figma.com/@sanjuwdr

https://github.com/sanjuwdr

LANGUAGES

- English
 - Native or bilingual proficiency
- Malayalam
 - Native or bilingual proficiency
- Hindi
 - Professional working proficiency
- Tamil
 - Professional working proficiency

TOOL STACK

Figma Make
Claude
Figma
Lovable
Framer
Adobe XD
Rive
Adobe Creative Suite
Notion
Maze
Jira