Prashanth Kothandaraman K
Design Director & Business Solutions Head

prashanthk@live.com
+91 99621 95294
https://www.linkedin.com/in/krishprashanth/

Professional Summary

Visionary and results-oriented Design Director with over 14 years of experience leading global, cross-functional teams to deliver award-winning, user-centered solutions that drive significant business transformation and impact. Proven ability to spearhead design innovation at scale, successfully guiding a 700,000-employee organization through enterprise-wide Agile adoption and fostering a robust design thinking culture.

Expert in translating complex business challenges across diverse industries (Retail, Enterprise IT) into intuitive, engaging digital experiences, encompassing retail transformation, AI-powered platforms, enterprise collaboration tools, and gamified systems. Adept at building, mentoring, and scaling high-performing design teams and influencing C-suite stakeholders to champion design-led initiatives. Deep expertise in leveraging emerging technologies (AI/ML, Agentic AI, Retail Media Networks, ONDC) to create human-centered solutions with quantifiable results in user engagement, customer satisfaction, and operational efficiency. Seeking a challenging Design Director or Senior Leadership role to drive strategic design innovation.

Skills

Design Leadership & Strategy: Vision & Strategy Development, Design Thinking Expertise, Global Design Operations, Data-Driven Design Leadership, Innovation Management, Change Management, Stakeholder Management (C-suite), Team Building & Mentoring (UX Teams), Design Advocacy & Evangelism

User Experience & Design: User Research & Analysis, Service Design, Information Architecture, Interaction Design, UX Strategy, Accessibility (WCAG Compliance), Gamification Strategy, Prototyping (Low/High Fidelity), Usability Testing & Analysis

Business & Retail Acumen: Retail Strategy & Transformation, Digital Commerce (Web, Mobile, In-Store Tech), Market Research & Analysis, Business Solution Design, Retail Verticals Expertise (Fashion, Grocery, QSR, etc.), ONDC Strategy & Implementation, Retail Media Networks (RMN)

Innovation & Emerging Technologies: AI/ML Integration in UX, Agentic AI Design, Voice UX Strategy, Conversational AI (ChatGPT Applications), Futures Thinking & Speculative Design

Methodologies & Tools: Design Thinking, Agile & Lean UX, Design Systems Management, Adobe Creative Suite, Figma, Project Management Tools (e.g., JIRA, Asana)

Collaboration & Communication: Cross-functional Team Leadership, Executive Presentations, Workshop Facilitation, Mentoring

Career Highlights

A. Strategic Head for Experience Design, Business Research & Solutions
Retail Strategic Initiatives – Tata Consultancy Services | August 2022 - Present (2 years and 5 months)

- o Spearheaded the experience transformation of a major digital commerce suite, delivering next-generation retail experiences across web, mobile, and in-store channels (kiosks, self-checkout, wearables, smart speakers), contributing to a **~8% increase in Average Order Value (AVO)**.
- o Led business solutions and design for integrating emerging technologies:
  - o **ONDC:** Architected the framework, enabling **penetration into new market segments** and facilitating connection to the national e-commerce network, expanding reach by an **estimated 15%**.
  - o **Retail Media Networks (RMN):** Developed and launched the strategy, creating a new revenue stream **projected to increase retailer revenue by 2-6%**.
  - o **Agentic AI:** Oversaw implementation for personalized recommendations, virtual advisors, advanced search, and fraud detection, **enhancing key customer experience metrics by an estimated 15-20%**.
  - o **ChatGPT Buying Guide:** Championed integration for interactive product discovery, **improving user task completion rates by ~22%** and reducing related support queries by **~41%**.
- o Directed in-depth market and user research across diverse retail verticals (fashion, grocery, home improvement, QSR, etc.) to identify unmet needs and drive data-driven innovation.
- o Designed and guided the launch of customer-facing (ecommerce, mobile app, endless aisle, self-checkout, scan & go) and client-facing solutions (store observatory, enterprise console).

B. Head of Experience, Design Thinking & Solutioning Center of Excellence
Enterprise IT – Tata Consultancy Services | August 2019 - July 2022 (3 years)

- o **Founded** the Design Thinking & Solutioning CoE, establishing UX as a core competency and driving human-centered innovation across Enterprise IT. (*Award: Golden Stevie Award, Design & Innovation Global Award*)
- o **Proliferated Design Thinking practices**, enabling ~6,000 associates (80% of the unit) to apply design principles, leading to improved solution quality and user focus.
- o Oversaw the **delivery and reimagining of 25+ products/services** across Sales, Security, Infrastructure, Talent, HR, Agile, Cloud, Marketing, Diversity, etc.
- o Championed and integrated **gamification principles**, increasing user engagement in key internal platforms by **up to 40%**.
- o Led the creation of a **secure, in-house design collaboration platform**, boosting design efficiency by **60%** with **95% adoption**, reducing reliance on external tools.
- o Drove high **adoption rates (90-100%)** for new platforms through effective leadership, strategic communication, and change management.
- o Improved key business metrics: **employee satisfaction (up to 70% increase)**, **UX designer retention (25% improvement)**, and **project delivery speed (35% increase)**.
- o Partnered with C-suite leadership to align design initiatives with business objectives and secure executive sponsorship.

C. Design Director – User Experience & Solutions
Enterprise IT – Tata Consultancy Services | February 2015 - July 2019 (4 years 6 months)

- o Led design for multiple enterprise-scale platforms transforming project planning, communication, knowledge management, event management, and employee engagement.
- o ***Award**: Best Advance in Diversity and Inclusion Innovation - Brandon Hall Group Technology Excellence Award (Silver)*)

- Drove **user adoption rates of 85-95%** and **improved user satisfaction scores by up to 75%** across various newly launched or redesigned platforms.
- Successfully integrated AI/ML (for insights), gamification, social networking features, and intuitive data visualizations into enterprise solutions.
- Spearheaded the adoption of design thinking and UCD principles across large organizations, fostering a culture of innovation and user empathy through workshops and training.
- Delivered measurable business value: **reduced project initiation time from months to days (~90% reduction)**, increased cross-functional collaboration (**measured via platform interaction data**), and boosted employee productivity.
- Built, mentored, and led high-performing design teams (up to 20 designers in tandem), fostering skill development and career growth.
- Effectively influenced C-suite stakeholders, securing buy-in and resources for strategic design-led initiatives by demonstrating ROI.

D. Usability Architect
Enterprise IT – Tata Consultancy Services | February 2011 – February 2015 (4 years)

- Architected user experiences for complex, enterprise-scale platforms, significantly improving usability, efficiency, and satisfaction for diverse global user groups (400k+ employees, executives). (*Award: Stevie 2022 Asia Pacific - Innovative Achievement in Customer Satisfaction (Bronze) for Virtual Platform*)
- Transformed fragmented and outdated systems into unified, user-friendly digital solutions, resulting in substantial time savings and increased adoption rates.
- Led the design for key transformations:
    - **Global Employee Onboarding:** Redesigned experience for 50,000 annual new hires, reducing time-to-productivity by **40%** and improving new hire satisfaction by **50%**.
    - **Executive Decision-Support Dashboards:** Architected interactive dashboards for C-suite, delivering near real-time data access, achieving **100% adoption**, and improving decision-making speed by **75%**.
    - **Global Voice of Customer Program:** Digitized and secured the annual survey process, achieving **100% data accuracy** and reducing administration time by **80%**.
    - **Enterprise Communication Hub:** Developed a unified platform for 400,000+ employees, achieving **90% adoption** and reducing email reliance by **60%**.
- Championed UCD principles through extensive user research (surveys, interviews, usability testing), usability guidelines development, and cross-functional collaboration.
- Co-led organization-wide change management efforts, contributing to high adoption rates and positive employee feedback.

E. Co-Founder
UMM Digital | March 2006 - February 2011 (5 years) – Part Time

- Founded and led a digital design and development agency, overseeing strategy, operations, business development, and client relations.
- Built and managed a high-performing team, fostering creative excellence and user-centered design principles from the outset.

- o Pioneered user-centric web design/development services, delivering impactful solutions for diverse clients, including Fortune 500 companies across entertainment, banking, real estate, healthcare, and technology sectors.
- o Leveraged visual effects expertise to create compelling digital experiences, particularly for clients in film, advertising, and music.

Projects (Select few)
(This section provides deeper context on key accomplishments)

A. Next-Gen Retail: AI-Powered Commerce
Strategic Head for Experience Design, Business Research & Solutions

- o **Context & Challenge:** Modernize an architecturally robust but experientially lagging digital commerce suite to meet evolving retail demands, capitalize on emerging tech (AI, ONDC, RMN), and enhance customer engagement.
- o **My Contribution:** Led strategic integration of emerging technologies; spearheaded ONDC solutioning & experience design; developed and launched RMN strategy; oversaw Agentic AI implementation for personalization, virtual advisors, search, and fraud detection; championed GPT Buying Guide integration; directed market research & competitive analysis; translated technical capabilities into actionable design strategies; ensured cross-functional alignment with product, engineering, marketing, and data science.
- o **Outcomes:** Achieved **~8% increase in AOV**; enabled **new geography and retail IT spending penetration**; positioned the suite as a leader in leveraging AI and network commerce.

B. Center of Excellence: Driving Design Transformation & Innovation
Strategic Head for Experience Design, Business Research & Solutions

- o **Context & Challenge:** Establish design thinking and user experience as core organizational competencies within Enterprise IT, driving innovation and improving solution delivery.
- o **Key Initiatives & Impact:**
    - o *UX Design Career Framework:* Defined and implemented framework across the unit, achieving **90% adoption** and improving UX designer retention by **25%**.
    - o *Simplified & Gamified Career Progression:* Streamlined 1,000+ roles to 99, integrated gamification, enhancing engagement and clarity around career growth.
    - o *Enterprise Agile Transformation & Platform Adoption:* Led design of a tailored Agile platform, achieving **100% adoption** and increasing project delivery speed by **35%**.
    - o *In-House Design Collaboration Platform:* Developed secure internal alternative to Mural/Miro, increasing design collaboration efficiency by **60%** with **95% adoption**.
- o **Methodology:** Established and evangelized design thinking principles, developed frameworks/toolkits, orchestrated workshops/sprints, oversaw user research, championed a culture of continuous improvement.
- o **Overall Impact:** Drove significant improvements in employee satisfaction, retention, career progression clarity, project delivery efficiency, and design collaboration effectiveness, fostering a more innovative and user-centric culture.

C. Enterprise-Wide Digital Transformation Initiatives
Strategic Head for Experience Design, Business Research & Solutions

- o **Context & Challenge:** Lead design and strategy for a portfolio of digital initiatives aimed at enhancing user experiences, streamlining workflows, and driving innovation across a large enterprise.
- o **Key Initiatives & Impact:**
    - o *Unified Project Planning Platform:* Streamlined project planning, reducing initiation time from **2-3 months to 2 days** (~90% reduction), **95% adoption**.
    - o *Enterprise Gamification & Reputation Platform:* Increased adoption of gamification in internal products from **10% to 75%**, improving employee engagement by **40%**.
    - o *Unified Enterprise Event Management Platform:* Transformed event management, increasing participation by **60%** and improving organizer satisfaction by **75%**.
    - o *Enterprise Social Network ("Connect"):* Fostered internal communication, achieving **85% adoption**, increasing cross-departmental collaboration by **45%**.
    - o *Social Knowledge Network ("Synapse"):* Enhanced knowledge sharing, increasing contribution by **65%** and improving discoverability by **80%**.
- o **Methodology:** Directed user research, spearheaded platform design and strategy, championed design thinking, collaborated with cross-functional teams (product, engineering, marketing), mentored UX designers, evangelized solutions to executive stakeholders.
- o **Overall Impact:** Drove significant, measurable improvements across user adoption, engagement, satisfaction, productivity, and collaboration metrics, fostering a more connected and efficient organization.

D. Enterprise-Scale UX Transformation Initiatives
Usability Architect - Enterprise IT – Tata Consultancy Services | February 2011 – February 2015 (4 years)

- o **Context & Challenge:** Enhance usability, accessibility, and user engagement across diverse, large-scale enterprise platforms through expert UX architecture.
- o **Key Projects & Impact:** (Detailed under Usability Architect role in Work Experience section) including **40% reduction in time-to-productivity** for onboarding, **75% faster decision-making** for executives, **80% reduction in admin time** for VoC program, **60% reduction in email reliance**.
- o **Methodology:** Conducted extensive user research (surveys, interviews, usability testing, contextual inquiries), modeled user journeys, developed information architectures, created and iterated on wireframes/prototypes based on user feedback, standardized usability guidelines and processes.
- o **Overall Impact:** Delivered significant improvements across various business metrics, demonstrating the value of user-centered design in enhancing efficiency, satisfaction, and data integrity at scale.

Thought Leadership & Industry Insights:

- o **"State of Grocery Retail in Europe & USA – 2025"** (2024): Explored the evolving landscape of grocery retail, analyzing emerging technologies and shifting consumer behaviors to identify key strategies for enhancing customer experience and ensuring future readiness.
- o **"Penetrating the Indian Kirana POS Market"** (2023): A strategic framework for navigating the complexities of the Indian Kirana market, outlining a user-centered approach to POS solutions tailored to this unique retail ecosystem.
- o **"Investigating Voice-Based Ordering: Feasibility, Benefits, and UX Considerations"** (2024): Investigated the transformative potential of voice interfaces in commerce, outlining design principles and actionable steps for successful implementation.
- o **"The Future of Work: Designing for the Next Decade of Collaboration"** (2022): Conceptualized the future of work, identifying key experience design trends and technological advancements that will shape organizational structures and employee workflows in the next 5-10 years.

- o **"Democratizing Design: Practical Guides for Enhancing UX"** (2020): Authored a two-part series – "Microcopy" and "Form Design" – providing actionable design guidance to empower non-designers to improve the usability of their digital products.

Key Certifications & Trainings

- o **INSEAD Business School [Jan 2022]**
  Elevate Wings 3 - Growth & Transformation Leader
- o **Systematic Innovation [Nov 2021]**
  Design Thinking for Growth & Transformation Consultants
- o **Ohio State University Fisher College of Business [Dec 2020]**
  Leadership
- o **Royal College of Arts & Imperial College - London, UK [Jul 2015]**
  Service Design & Design Thinking

Academic Qualifications

- o Master of Science **(M.Sc.) in Psychology**
  University of Madras [Correspondence, 2014-2016]
- o Master of Arts **(M.A) in Sociology**
  University of Madras [Correspondence, 2012-2014]
- o Master of Business Administration **(MBA) in Finance**
  University of Madras [Correspondence, 2011-2013]
- o Bachelor of Engineering **(BE) in Electronics & Communication**
  Anna University [Full Time, 2006-2010]

Contact information

Email: prashanthk@live.com
Phone: +91 99621 95294
LinkedIn: https://www.linkedin.com/in/krishprashanth/

Location: Chennai, Tamil Nadu, India.