

# Srinivasan Chakkarapani

## Digital Product Designer

[www.srinivasan.design](http://www.srinivasan.design)

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## Professional Experience

### Staff Product Designer | Intuit

August 2025 - Present

### Senior Product Designer

January 2023 - July 2025

- Led design for **Intuit's API Platform and a suite of Generative AI experiences, including Intuit Assist—a GenAI-powered developer assistant**—delivering 0→1 experiences across API Explorer, documentation, and sandbox tools, improving API discoverability and developer efficiency by ~30%+ across 5K+ internal Developers.
- Drove design systems and developer experience** excellence by representing the team in the Intuit Design System (IDS), **evolving a 50+ component library, and championing Stack Mirroring to align design and engineering, boosting consistency and delivery speed by 25%**.
- Partnered cross-functionally and mentored teams, shaping strategy, roadmap, and AI-driven solutions while **coaching designers in Generative AI, data fluency, and design systems**, fostering a culture of innovation and learning.

### Senior Product Designer | NortonLifeLock

May 2022 - December 2022

### Product Designer

November 2020 - May 2022

- Primary Product Designer for the flagship cybersecurity product, Norton 360** on the iOS & iPadOS platforms.
- Full Spectrum Designer for the spam protection features** in the Norton 360 product shipped to ~X million in 24 languages.
- Initiated and built a white label friendly **design system and frameworks** for the product powering the underlying engineering framework for first party and partner products in collaboration with engineering.

### User Experience Design Intern | Google

June 2019 - September 2019

Designed and launched the first Design System for Google Ad Manager, delivering a library of **20+ reusable components** that improved design consistency and cut interface design time by **X% across multiple product teams**.

### Interaction Designer | Zeta

February 2018 - August 2018

Worked as sole designer for two stealth mode products focusing on digitising the tax benefits for employers & employees on web and mobile platforms by ideating, conceptualizing and designing the product.

### Product Designer | Zoho Corporation

December 2015 - January 2018

Designed and launched the first mobile version of **Zoho Sheet for iOS and Android**—owning **end-to-end product design** and design system creation—now used by XXXk+ users with an average 4.0+ rating across app stores.

## Education

### Masters in Human Computer Interaction

DePaul University, Chicago

### Bachelors in Computer Science & Engineering

SASTRA University, India

## Skills

User Research

Interaction Design

User Interface Design

Prototyping

Design for Artificial Intelligence

Usability Testing

Design Systems

Information Architecture

Product Strategy

Competitive Analysis

A/B Testing

## Tools

### Research & Analytics

Amplitude

Qualtrics

UserTesting

Perplexity

Claude

### Design

Figma

Magicpath

Sketch

### AI Prototyping

Lovable

Figma Make

Cursor AI

### Development

HTML

CSS

JavaScript

Swift UI