

# Srinivasan Chakkarapani

## Digital Product Designer

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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

Jun 2020 - Present

#### Product Designer

November 2020 - May 2020

- **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 freindly **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 40% 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