

Keerti Hegde

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SUMMARY

Product Designer with 5+ years designing B2B SaaS platforms and 8+ years of front-end engineering experience. Specializes in complex workflows, cloud commerce, and design systems. Delivered research-driven improvements such as +30% product discoverability and +20% operational efficiency gains.

EXPERIENCE

Product Designer | Apptium Technologies

October 2024 - Present, Virginia

A TDSynnex company builds cloud commerce platforms

- Improved product discoverability by 30% through scalable global search.
- Designed RFQ workflows enabling clearer pricing.
- Produced 10+ prototype concepts accelerating stakeholder alignment.
- Developed and deployed a comprehensive design system using Figma and Storybook, enabling consistent UI standards across platforms.

Product Designer | Alleo(B2B, Edtech)

September 2023 - May 2024

- Delivered collaboration flow for K-12 education, achieving 90% NPS.
- Conducted research shaping LMS (learning Management System) integration for educator adoption.

UX Designer | COMET LAB(B2B, Research)

August 2022 - May 2024

- Defined chatbot functionality from scratch through in-depth user research and query mapping, enabling natural and conversational responses.
- Led UX for the Indiana Heritage Map pitch by segmenting diverse audience needs and crafting tailored user journeys for students, tourists, and researchers.
- Designed high-impact layouts for the Irvington Historical Society website, improving usability and aligning with accessibility goals.

UX Design | Optym(B2B, Trucking)

May 2023 - August 2023

- Enhanced haul planning efficiency by 20% and UI satisfaction by 30%.
- Built reusable UI components for the design system.

Senior Software Engineer | Optym, Morgan Stanley, Siemens, HCL Tech(B2B, Locomotive, Healthcare, FinTech, Enterprise software)

October 2013 - June 2022

- Led secure login UX, reducing incidents by 20%. Drove search improvements and UI consistency, lifting satisfaction by 90%.

EDUCATION

Master of Science in Human Computer Interaction | Indiana University-Purdue University

Indianapolis, IN, USA, 2024

Bachelor of Engineering (BE) in Electronics and Communications Engineering | Visvesvaraya Technological University

Belgaum, India, 2012

SKILLS

UX Design Skills: UX Design (UED), Wireframing, Design System, Storyboarding, StoryBook, Design Thinking, Conversational Design, Sitemap, Information Architecture, UI Design, Prototyping, Accessibility Guidelines

User Research Skills: User Interviews, Contextual Inquiry, Think Aloud, A/B Testing, Competitor Analysis, Usability Testing, Cognitive Walkthrough, Heuristic Evaluation

Dev Skills: JavaScript, MySQL, HTML, CSS, Front-end Development, Angular, C#

Tools: Figma, DreamWeaver, Visio, Visual Studio Code, GIT, JIRA, Confluence, Bitbucket, MySQL