



# Thiyagu Vairam

Product Designer, 10+ YOE

[thiyagu.vairakkannu@gmail.com](mailto:thiyagu.vairakkannu@gmail.com)

+91 - 90035 93644

[Website](#) [LinkedIn](#)

Building products from 0→1, SaaS, AgriTech, FinTech, LegalTech, and AI Platforms — transforming complex workflows into simple, intuitive user experiences.

## WORK EXPERIENCE

### Nurture.farm (UPL SAS) / Manager – Product Design

JUN 2021- PRESENT · BENGALURU

As one of the founding design members, I've been pivotal in shaping the product ecosystem that empowers farmers, buyers, retailers, and sellers in the agri-tech landscape. I spearheaded nurture.retail (0→1), a B2B agri-input marketplace connecting 1.7L retailers and 1,500 sellers, driving ₹300+ Cr GMV annually. I also piloted "Kisan Shop", a Direct-to-Farmer enabling farmers to order agri-input products from retailers online.

At UPL, I led the design of AI-driven products including AgriPix (AI image generator), UPL Genie (AI assistant), and Legal.ai (documentation tool), together delivering potential annual savings of over \$2M+.

### Vakilsearch.com / Lead Product Designer

MAY 2018 – MAY 2021 · CHENNAI

Redesigned LIBRA, a SaaS-based legal practice management platform for Indian Advocates, increasing DAU from 2K to 7K and doubling user retention. Led the 0→1 design of the Vakilsearch mobile app enabling seamless access to legal services.

### Active.ai / Senior Product Designer

MAR 2017 – APR 2018 · BENGALURU

As a founding designer, crafted SaaS-based conversational UX for leading banking and insurance brands (Axis Bank, IndusInd Bank, FWD Insurance) and drove platform design for a Chatbot Workflow Editor and an AI engine, enabling clients to configure and deploy intelligent conversational solutions at scale.

### Qwinix.io (66degrees) / Senior Product Designer

MAR 2016 – FEB 2017 · MYSURU

Designed and delivered UX for global web and mobile applications, collaborating with distributed teams to create intuitive enterprise and consumer experiences.

### Horizon Creative Studio / Founder & Designer

APR 2011 – FEB 2016 · PUDUCHERRY

Founded an independent design studio, led branding and web design projects for domestic & global clients.

## EDUCATION

### Pondicherry University / M.A

JUN 2024 - 2026 (PURSUING)

Driven by curiosity about human behaviour and social systems, I chose Sociology as my master's major to gain a deeper understanding of people and culture.

### Pondicherry University / B.C.A

MAY 2007 - JUN 2010

Bachelor's in Computer Application equipped me with the software and problem-solving foundation essential for modern product design.

## SKILLS

User Research

Product Design

Design System

Wire-framing & Prototyping

Usability Testing

Data Driven Design

Design Sprints

Video Production

## TOOLS

Figma

Adobe Creative Suite

Miro

Notion

Canva

Bolt.new

Framer