
Dhananjayan Balu

Product Designer

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PROFILE

Product designer with 3+ years of experience transforming complex, data-heavy workflows into intuitive digital products across AI, B2B, IP analytics, and SaaS. Partnering with product and engineering teams to ship solutions that drive measurable business impact.

EXPERIENCE

Hash Agile Technologies (12/2023 – Present)

Fruitigo (Domain: Ecommerce)

- Overhauled a 2006 B2B platform, restructuring IA to drive a 40% surge in customer acquisition.
- Optimized tiered onboarding, boosting premium upgrades by 30% and overall revenue by 28%.
- Executed 3 Lean UX cycles, aligning user feedback directly with business monetization goals.

Comutr (Domain: Mobility)

- Owned UX for a mobility MVP, validating product–market fit in a 30-day pilot, contributing to seed funding.
- Designed a 3-sided ecosystem for 140 daily users, cutting commute costs 40–50% in 12 weeks.
- Boosted boarding speed 42% by pivoting from QR to OTP verification, solved pickup paralysis using proximity heuristic.

PLAI (Domain: AI Legal)

- Designed an enterprise AI Prompt Manager for patent and litigation analytics, enabling 100+ users to create, test, and manage prompts across Chat, Library, and multi-agent workflows, improving prompt discoverability by 58%.
- Built an OpenAI-style Playground, cutting prompt iteration time by 20% and engineering dependency by 3x.
- Designed AI agents to query billion-scale datasets, reducing manual legal research by 12%.

Nexchat (Domain: Gen AI Chatbot)

- Designed a no-code AI chatbot builder, cutting deployment time by 40% with zero engineering.
- Built a lead capture UI & dashboard, boosting qualified leads by 28% and cutting support queries by 35%.
- Built design flow for self-updating knowledge engine, reducing manual syncs by 50% with 90%+ accuracy.

SKILLS

- **Design:** Product & UX, AI Workflow Design, Enterprise UX Systems, Information Architecture, Interaction Design, Design Systems, AI & SaaS, Data-heavy Interfaces, Prompt UX, WCAG, A/B Testing
- **Tools:** Figma, Adobe XD, Adobe Illustrator, AI-native design tools, Codex, Claude Code and Coding Agent Harness

CERTIFICATIONS

Google UX Design professional certificate: 2023

EDUCATION

Sri Eshwar College of Engineering: 2019 - 2023

B. Tech Information Technology: CGPA: 8.69/10