

View Portfolio

Pasupathi Parameswaran

Senior Product Designer

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Senior Product Designer with 7+ years of experience across product, UI/UX, and visual design. Owned 0-to-1 design for Revolte.ai, connecting AI agents, context, workflows, deployment, and observability in a developer workspace. Experienced in research, interaction design, multi-stakeholder platforms, and design systems.

Professional Experience

Senior Designer

Revolte.ai | RootQuotient Technologies Pvt Ltd | Jul 2021 - Present

Owned end-to-end design for an AI software delivery platform spanning Pre-build, Build, Observe, and Govern, from discovery and product definition to UX/UI, validation, and engineering handoff.

0-to-1 product strategy. Translated an evolving technical vision into product architecture, user journeys, prototypes, and reusable interface patterns. Partnered with product managers and engineers to prioritize work and resolve tradeoffs within technical and delivery constraints.

Research and validation. Researched AI development tools and developer interaction patterns, then used usability testing and feedback to refine information architecture and key flows.

Onboarding and context. Designed prompt-first, workflow-first, and GitHub-connected entry paths, guiding users through repository analysis, workflow recommendations, and run initiation. Structured repository access, task requirements, and context-loading steps before agent execution.

Workflow editor. Designed stages, node configuration, typed inputs, conditional routing, loops, and approval gates. Organized workflow-level repository access and sandbox resources, with clear configuration and execution states.

Interactive agent workspace. Connected conversational planning with workflow stages, code, summaries, and live previews. Structured multiple workflows within one conversation, keeping each run associated with its progress, outputs, and follow-up actions.

Execution and human control. Designed progress feedback, logs, file-change views, sandbox waiting states, and failure messaging. Created approval and rejection flows with node details and routing outcomes, followed by code review, commits, and pull requests.

Deployment and observability. Connected execution and code review with deployment journeys. Worked with engineering to translate requirements into coherent flows, dashboards, and status views, linking high-level progress with supporting details and next actions.

Workspace management. Designed organization credits, project allocations and caps, usage visibility, low-credit messaging, and team invitations. Clarified sandbox and model-related choices through contextual interface copy.

Design foundations and leadership. Established brand direction, reusable components, and interaction standards. Collaborated through engineering handoff and mentored designers to maintain consistency across projects.

Skills

- Product strategy
- User research
- Information architecture
- User flows
- Interaction design
- Wireframing and prototyping
- Usability testing
- UI design
- Design systems
- Engineering handoff
- Team mentorship
- Brand identity
- Illustration and motion design

Tools

- Figma, Adobe XD
- Photoshop, Illustrator
- Premiere Pro, InDesign
- PowerPoint, Spline
- OpenAI, Google AI
- Figma Slides, FigJam
- AI-assisted design tools

Selected Projects

Energy services platform

Mapped the customer journey for a UK energy provider, identifying pain points in managing electricity and gas services. Designed web and mobile experiences for usage tracking, meter readings, billing, and payments, with consistent interactions across customer touchpoints.

Out-of-home advertising analytics

Designed a data visualization platform for customizable reports and dashboards across three stakeholder groups. Conducted user and business research, translated reporting needs into low- and high-fidelity designs, and established a scalable design system for consistent data presentation.

Health and fitness platform

Designed macronutrient, activity, and goal-tracking experiences connecting fitness centers, coaches, and clients. Researched with nutritionists, gym trainers, and users, then structured the application for four stakeholder groups to support their different responsibilities and information needs.

Fintech application

Collaborated on brand identity and visual direction for a financial management application. Designed experiences for tracking expenses, loans, and savings, alongside goal-based suggestions, mutual fund investments, and insurance management, organizing varied financial tasks into a coherent interface.

Freelance marketplace

Designed desktop and admin experiences for administrators, businesses, business lite, and freelancers. Analyzed requirements across the four stakeholder types, mapped their workflows, and recommended improvements to the existing system.

Student residence management

Designed residence and property management experiences for administrators, customer care, property managers, and residents. Structured stakeholder-specific applications, reviewed usability, and recommended improvements to existing systems and sites.

Real estate management

Conducted user research and competitor analysis to identify challenges in buying and selling property. Designed user flows and high-fidelity interfaces that organized complex real estate tasks into clearer interactions.

Community and radio platforms

Researched engagement and developed user scenarios for a community platform supporting startups, mentoring, and professional networking. Separately designed user flows and page layouts from scratch for a UK South Asian radio broadcaster, working within platform capabilities and constraints.

Earlier Experience

Freelance Designer

Independent | Sep 2020 - Jul 2022

Supported 15 brands worldwide with UI/UX, brand identity, social creatives, and packaging for clothing and accessory brands.

Creative Designer

Krysta Designs | Apr 2019 - Sep 2020

Collaborated on UI/UX projects and created illustrations, motion graphics, posters, and brand identity assets.

UI/UX Design Intern

Smazee Studios | Dec 2018 - Apr 2019

Education

Bachelor of Engineering

Sri Sairam Institute of Technology

Aug 2015 - Apr 2019

Certification

Certificate Course on User Experience

UX Mint

Oct 2021 - May 2022

Portfolio

behance.net/pasupathipa

Revolte case study

Selected UI and UX work

linkedin.com/in/pasupathipa

Awards and Recognition

Creative Genie Award

Jun 2022

Recognized for creative problem-solving and delivering thoughtful, high-quality design solutions.

Above & Beyond Award

Sep 2023

Recognized for taking on business analysis, design, project management, and QA responsibilities to deliver a critical project on time without compromising quality.