

Gautham Palanisamy

Senior Product Designer · E-commerce, design systems, AI-assisted prototyping

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ABOUT

I lead UX at Kushals, a D2C jewellery brand in India with 5.6M+ users and 63K+ orders so far this year. Most of my time goes into the shopping funnel: listing and product pages, filters and discovery across a catalogue of 15,000+ products, out-of-stock handling, and the annual March sale, which is the biggest week of our year by some distance.

I also build the prototypes. I don't have an engineering background, but I use AI tooling to get from a written spec to something that runs, which is how imaGenie got built and shipped. Before Kushals I designed forecasting and pricing tools for retail merchants at Stylumia, and IoT and hospital software before that.

EXPERIENCE

Lead UX Designer, Kushals Fashion Jewellery

Feb 2024 – Present | Bangalore

End-to-end product design ownership for one of India's largest D2C fashion jewellery brands — UX strategy and measurable improvement across the full shopping funnel for millions of users.

- Built **imaGenie**, an internal AI image generation tool for the creative team. Wrote the PRD, prototyped it myself, took it to production with engineers.
- Built a **landing page builder** so marketing and category teams could publish pages without a designer in the loop. Creation time went from 10 days to 3, and 80% of teams use it.
- Ran UX for the March sale two years running, our highest-traffic event, working across category, product, brand, creative, and engineering. 5.74M sessions in March 2026, up 53%, nothing fell over. Add-to-cart went 3.6% to 5.8%.
- Rebuilt the listing page around discovery, since with 15,000+ products live, finding anything was the real problem. Sticky filters adapt to what is in each collection. PLP to PDP conversion up 10%, filter usage up 20%.
- Put **breaker filters** inline in the product grid; 80% of users engage with them, our highest. We shipped a simpler version than I designed because of tech constraints, then used the engagement data to get engineering to solve it properly.
- Took on out-of-stock, which nobody had prioritized. Our inventory does not restock, so “notify me” was useless to us. Routed that browsing intent into our existing Close Match feature instead. Cheap to build, worth about 5% of monthly revenue.
- Audited the full journey, not just the high-traffic pages. Checkout was three steps and bleeding users, the cart hid total cost, and order tracking, cancellation, and returns did not exist on web, pushing volume onto support. Led the redesigns.
- Also lifted Wishlist engagement 12% and Wishlist-to-cart 18%. Currently redesigning the Store App and Warehouse App, our internal tools for store staff and operations.

Product Designer, Stylumia

Mar 2023 – Jan 2024 | Bangalore

Retail intelligence tools for merchants. The design problem was trust: getting people to act on a forecast they didn't build.

- Designed **Trends, Me vs Market, and Forecasting**, turning model output into something a merchant could read and make a call on. Session depth for analytics users went up 22%.
- Worked out how to show demand prediction, price elasticity, attribute performance, and forecast confidence without hiding the uncertainty, so people could tell when a number was worth trusting.
- Sat with the data science and ML teams on explainability, which mostly meant arguing for showing the reasoning rather than just the recommendation.
- Audited data-heavy workflows found 25+ usability problems and reworked the layouts to cut the reading load and let people move sideways between modules instead of starting over.
- Prototyped new decision flows, assortment exploration, and benchmarking early, so we could kill the weak ideas before engineering spent time on them.

Senior UX Designer, 5 Gen Care

Mar 2022 – Feb 2023 | Bangalore

White-labelled IoT apps for smart home hardware.

- Built a central design system so client projects stopped rebuilding the same patterns. Cut design time roughly in half.
- Designed the control workflows for thermostats, smart plugs, and similar devices, keeping them consistent across platforms.
- Produced the component libraries and usage guidelines in **Figma** and prototyped to check the interactions held up.

UX Designer, Drucare

Aug 2021 – Feb 2022 | Bangalore

Hospital software: EHR, blood bank, ward management.

- Designed responsive modules for clinical and administrative workflows.
- Rewrote the MIS dashboard around what staff needed to see first.
- Introduced a scalable icon set and cleaned up UI inconsistency across desktop and mobile.

Lead Designer, Binaryhome.in

Jul 2018 – Apr 2021 | Bangalore

Sole designer for a consumer brand. Designed it and built the front end.

- Designed and shipped the responsive e-commerce site end to end, with the goal of making the products look worth what we charged.
- Restructured the layout based on what usability testing turned up. Revenue went up 30%.
- Owned everything visual for the brand: logo, guidelines, product design, social, UI. Shot and edited the product photography too.

SKILLS

Design Figma, prototyping at whatever fidelity the question needs, design systems and component libraries, interaction and visual design, responsive and mobile-first

Practice End-to-end product design, e-commerce and conversion work, usability research and auditing, A/B testing, journey mapping, omni-channel and internal B2B tools

Building AI-assisted prototyping, getting working prototypes out without an engineering background, writing PRDs

Analytics Clevertap, funnel and behavioral analysis, designing and reading experiments

EDUCATION

B.Tech, Textile Technology Anna University, Chennai. 2010 – 2014