

# Kiran Tanwar

Senior Product Designer | AI Platform & Agentic Experiences

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## PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years of experience across visual, brand, and product design, including 5 years specializing in enterprise B2B SaaS and AI-powered products. Experienced in owning end-to-end product design for complex agentic workflows, building design systems from scratch, and leading UX research programmes that drive measurable adoption. Proven track record of cross-functional collaboration with Engineering and Data Science in fast-moving startup environments.

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## EXPERIENCE

### Senior Product Designer - AI Platform & Agentic Experiences | GTM Buddy

Nov 2021 – Dec 2025

*Enterprise B2B SaaS | AI-powered sales enablement platform | 4 years*

Established design processes, review cadences, and cross-functional ways of working from the ground up in a team with no prior design function.

- Owned end-to-end design of Ask Buddy, an AI-powered sales assistant, from problem definition through launch, shaping core agentic workflows in partnership with Product and Engineering.
- Defined agentic interaction patterns and scalable AI workflow foundations, enabling contextual guidance, content assistance, and future AI-driven product capabilities across the platform.
- Built GTM Buddy's design system from the ground up reusable components, shared patterns, and documentation, enabling stronger consistency and reducing design rework by 30%.
- Led UX research and design direction for cross-functional initiatives, translating user needs and business goals into scalable product solutions.
- Validated concepts early with key users, contributing to a 20% increase in feature adoption at rollout.
- Partnered early with Engineering and Data Science to reduce design rework by 30% and improve delivery efficiency across the team.

### Senior Visual Designer | Gainsight

Apr 2018 – Nov 2021

*Enterprise Customer Success SaaS | 3 years 8 months*

- Drove design initiatives across product and marketing at a leading Customer Success SaaS platform, delivering solutions aligned with brand goals and user needs.
- Designed intuitive web interfaces, data visualizations, infographics, and videos to simplify complex data for enterprise users and stakeholders.
- Mentored junior designers and contributed to raising the overall design quality bar across the team.

### UX Designer | Fluentgrid

May 2017 – Oct 2017

*Energy data SaaS | 6 months*

- Designed intuitive web interfaces, infographics, and explainer videos to simplify complex energy data for utility stakeholders.

### Senior Creative Designer | Goodwork

May 2016 – May 2017

*Creative agency | 1 year*

- Delivered creative and brand design for international clients including Caffè Palladio, spanning print, product packaging, and digital identities.

**Game Designer** | Tlabs

Mar 2012 – Apr 2016

*Gaming and mobile apps | 4 years*

- Created storyboards, animation assets, and UX wireframes for gaming and mobile app concepts, building foundational skills in systems thinking and interaction design.
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## KEY ACHIEVEMENTS

- 20% increase in feature adoption at rollout - achieved through early concept validation with key users before build.
  - 30% reduction in design rework - by establishing early alignment with Engineering and Data Science at the start of each initiative.
  - Built GTM Buddy's design system from 0 to 1 - enabling platform-wide consistency, improving cross-team collaboration, and reducing implementation errors.
  - Defined agentic interaction patterns that became the foundational UX layer for all future AI-driven product capabilities at GTM Buddy.
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## CORE STRENGTHS

**Design & Strategy:** AI Product Design, Enterprise B2B SaaS, UX Research & Validation, Agentic Workflow Design, Design Systems (0 to 1), End-to-End Product Design, Interaction Design, Visual Design, Information Architecture, Product Strategy, Cross-functional Collaboration (Engineering and Data Science), Measuring Design Impact, Stakeholder Storytelling

**Technical:** Figma, FigJam, Lovable, Claude Code, Cursor, ChatGPT, Adobe Creative Suite, AI-assisted prototyping workflows, HTML and CSS awareness

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## CERTIFICATIONS

**UI/UX Design for AI Products** | **Stanford School of Engineering** | July 2025

Applied AI design principles to real product scenarios, designed for trust and human-AI interaction, explored prompting, agent workflows, and responsible AI UX

**Product Management** | **Indian School of Business (ISB) Executive Education** | October 2024

Strengthened product thinking, prioritisation, and strategy. Learned frameworks for market fit, pricing, and decision-making. Improved collaboration across business, product, and design.