

KIRAN TANWAR

PRODUCT DESIGNER

PORTFOLIO

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Experience

November 2021 to Present (4 Years)

Product Designer, GTM Buddy

- Led Ask Buddy (AI-powered sales assistant) from requirements to launch, shaping workflows, collaborating across PM, engineering, and design.
- Defined design system foundations for GTM Buddy from scratch, ensuring scalability and consistency.
- Applied UX research and set design direction for multi-team initiatives, connecting user needs with product strategy to ensure solutions scale across the business.
- Built scalable interaction patterns for generative AI within the product, setting the foundation for future AI-driven features.

April 2018 - November 2021 (3 yrs 8 months)

Senior Visual Designer, Gainsight

Drove design strategies across marketing and product, delivering solutions aligned with brand goals while mentoring junior designers.

May 2017 - October 2017 (6 Months)

Visual Designer, Fluentgrid

Designed intuitive web interfaces, infographics, and videos to simplify complex data for users and stakeholders.

May 2016 - May 2017 (1 yr)

Senior Creative Designer, Goodwork

Delivered creative and brand design for international clients, like caffe palladio, spanning print, product packaging, and digital identities.

March 2012 - April 2016 (4 yrs)

Game Designer, Slabs

Produced storyboards, 2D animation videos, and UX wireframes while creating design assets for gaming and app concepts.

Key Achievements

- Validated design concepts with key users early, increasing adoption at rollout by 20% and lowering design iterations.
- Partnered with Engineering and Data Science teams early in the design cycle, ensuring smooth collaboration and reducing rework by 30%.
- Built GTM Buddy's design system from scratch, increasing design efficiency across teams

Certifications

July 2025

UI/UX Design for AI Products

from Stanford School of Engineering

October 2024

Product Management

by Indian School of Business (ISB) Executive Education

Core Strengths

Design

- UX/UI Design for enterprise B2B SaaS
- AI-Augmented Experiences
- User Research & Usability Testing
- Journey Mapping & Behavioural Psychology
- Visual Storytelling & Motion Design

Strategic

- Product Thinking & UX Strategy
- Problem Solving
- Cross-functional Collaboration
- Measuring Design Impact with Metrics & KPIs
- Storytelling for Stakeholders & Executives

Technical

- Figma
- Figjam
- Adobe creative suite