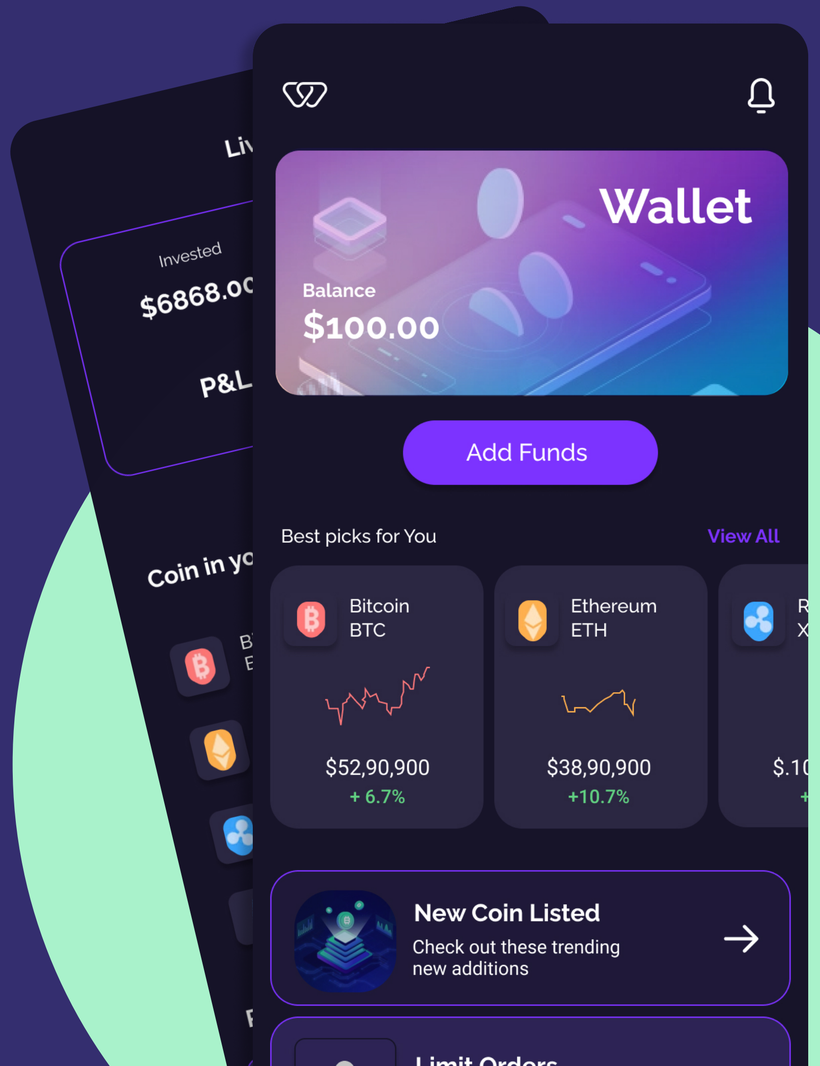
Hello, I’m Krishna

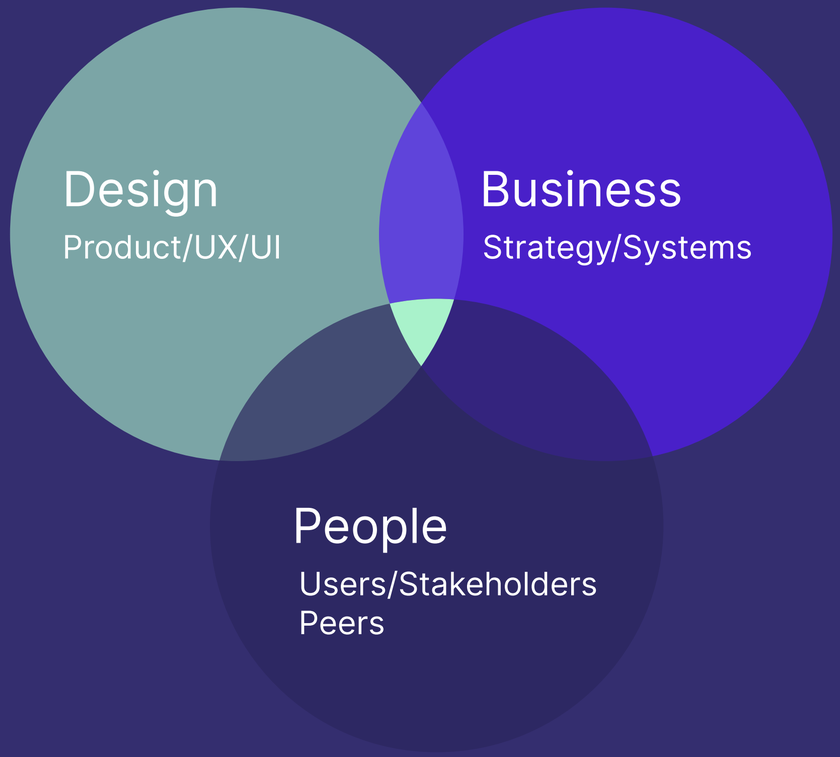
Senior Product Designer

About

Work History

Case studies





Over the past decade, I've been designing digital products and services, building and leading teams that excel at doing the same, and delivering solutions for MNCs and Start-ups

My Journey so far

HSBC — 2008

TEMENOS — 2010

ASIAN INSTITUTE OF DESIGN — 2012

hackerearth, niSpana, DUMADU GAMES — 2014

hasgeek — 2016

Mindtree — 2017

Fulfil — 2022

ncompas business solutions

appZui Cloud | Mobility | Analytics

Ace Hacker

amazon

UDACITY

ARTIFOLD

bluSima WEARABLE NATURE

Shipped

Overhaul

- **Parallel Counting**
- In store Experience
- WMS Redesign
- WMS Navigation
- Supplier portal
- Wholesale portal
- Channels Integration
- Design system
- Receiving UX
- Filter Experience
- **ERP & WMS Dashboard**
- Form/list view

Cupcakes

- Date Widget
- Time tracker app
- Shipping Instructions
- Address validation
- Auth page
- Keyboard only UX
- Reports
- Accounts
- Guidance UX
- One to Many fields
- Tiny Cupcakes

Others

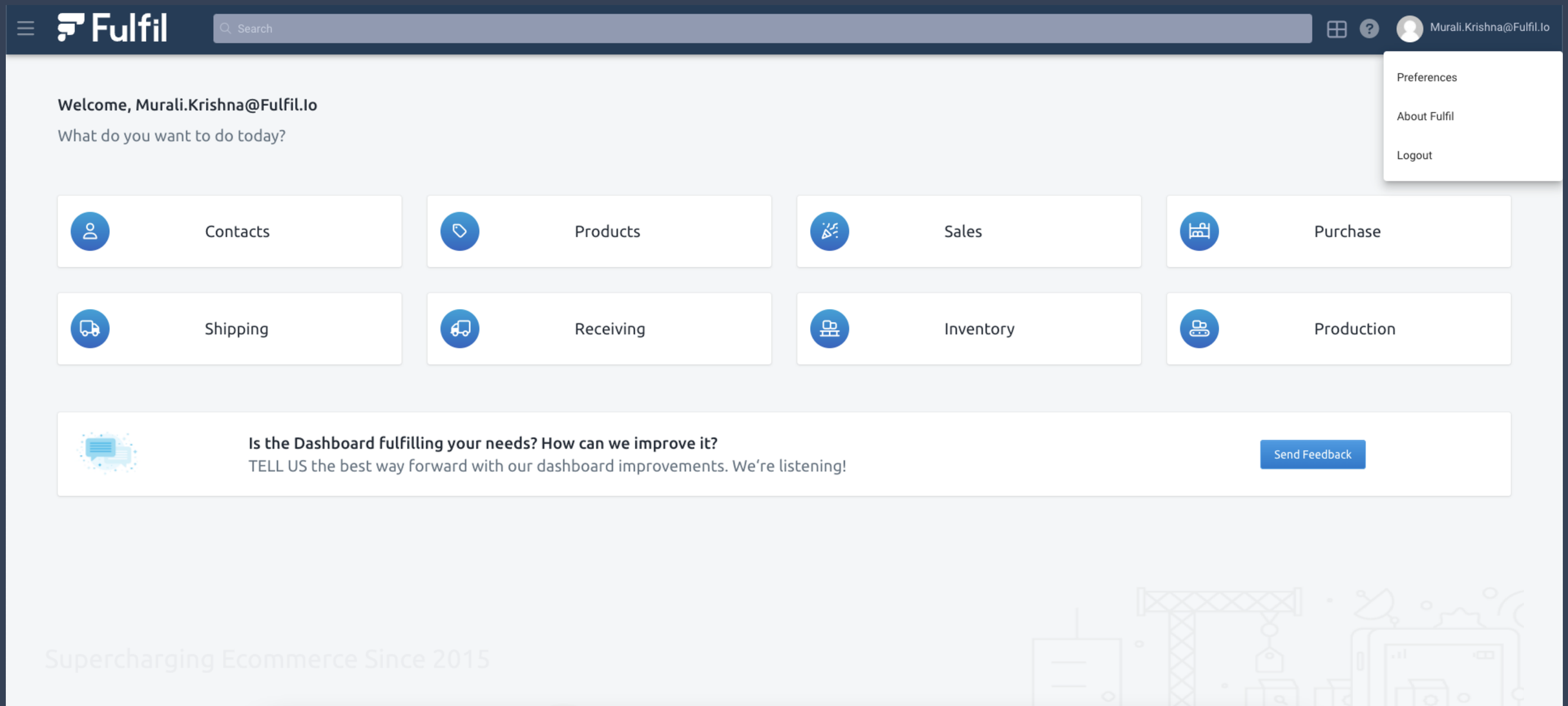
- Design Org
- Hiring Process & Employer Branding
- How to conduct User Interviews
- ReadMe
- Miro design sprints
- Slack design channel
- Books and useful links
- Fulfil Docs
- Github
- Design process at Fulfil
- Whiteboards
- Looms
- Release notes
- Drip Agency
- Marketing
- Employer Branding
- Demos

CASE STUDY 1- LEADERSHIP DASHBOARD: FULFIL.IO

How can merchants make better decisions to increase efficiency and scale faster?

My Role Project Lead — Research, Design (Strategy & Service), Prototyping, Delivery
5 months spread over phases in 2022-23

Old Dashboard



Process

1. Research & Discovery

Started with research — to inform ourselves of the realities of user eco-systemand workflows, break our own biases and take these stories to all stakeholders for them to build empathy with those impacted. 6 interviews with CEOs, warehouse managers, and ecommerce managers. Received 60+ survey responses.

2. Sense making & strategy

Developing insights into the target audience and hold sessions and create visual bodies in Miro. Validate direction and create a proposal. Discussion with customer support team to find learnings from support tickets.

3. Design & Co-creation

Designing tangible highlevel concepts and expressions of what the future looks like. Conducting co-creation workshops that allows us to develop a series of early create the new vision with the merchants — they need to own the new direction for this to become a reality.

Fulfil ERP

Search /

User Name

My Dashboard | Sales | Inventory | Finance | Purchasing

View Report

$10000

Total Sales

Last 30 days

View

15

Open Purchase Orders

View

3

Low stock items

Add Widget

Daily Orders

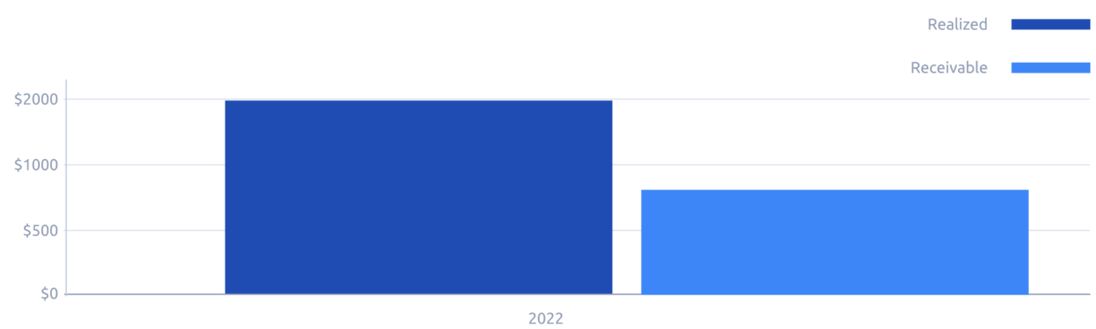
Last Week

Product

Channel

Realized Revenue vs Receivables

Select Date Range



Alerts

A new integration needs your immediate attention

Link

Approvals - 2

OE

Dependency

Ann is requesting your approval...

View Details

Integrations

Shopify

No account connected

By clicking **Connect**, you agree to accept Sample App's terms and conditions. You'll pay a commission rate of 15% on sales made through Sample App.

Release notes

Version 220 - April 25th 2022

Sales orders

Importer

When importing sales orders, the customer code is now a supported way to identify the customer.

CASE STUDY 2 - PARALLEL COUNTING : FULFIL.IO

How can merchants do accurate cycle counts efficiently?

My Role Project Lead — Research, Design (Strategy & Service), Prototyping, Delivery
2 months spread over phases in 2023

Video

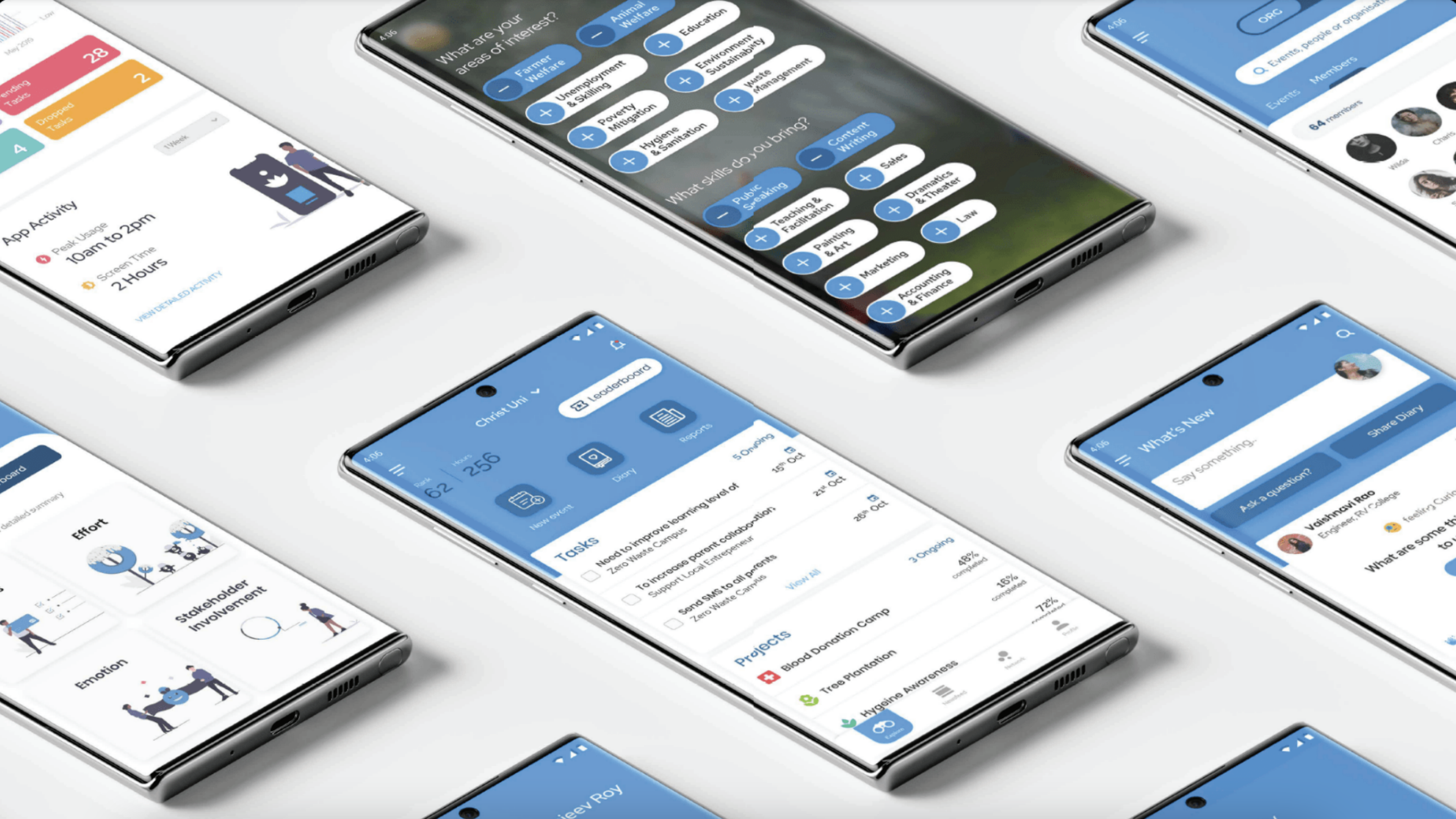
CASE STUDY 2- JOURNEY APP: MINDTREE.ORG | UNIVERSITY OF COMMONS

How can we enable young social change-makers to connect, collaborate and transform society?

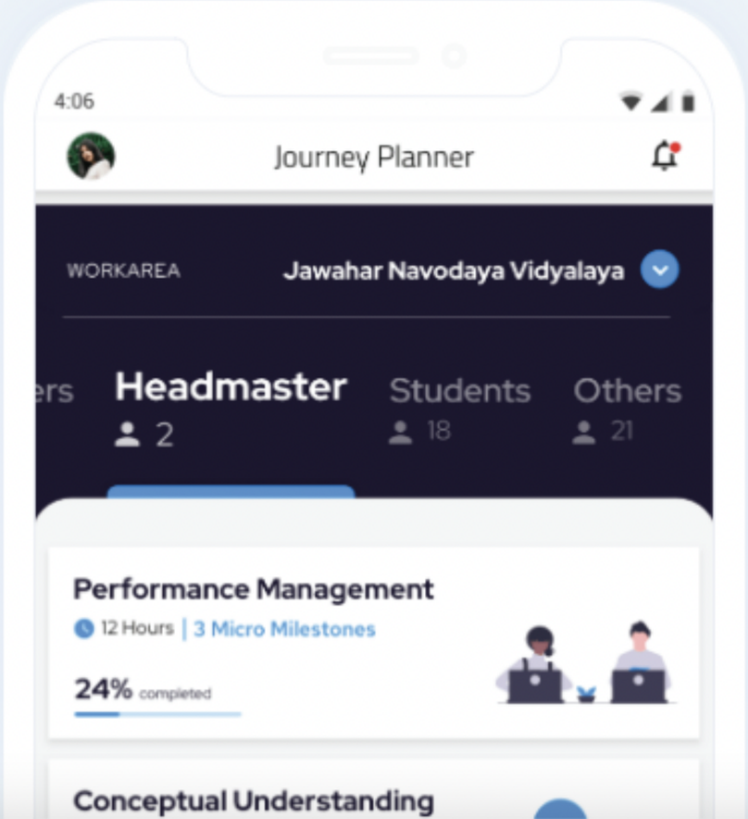
My Role
Design Lead — Research, Design, Prototyping, Delivery
3 months

Process

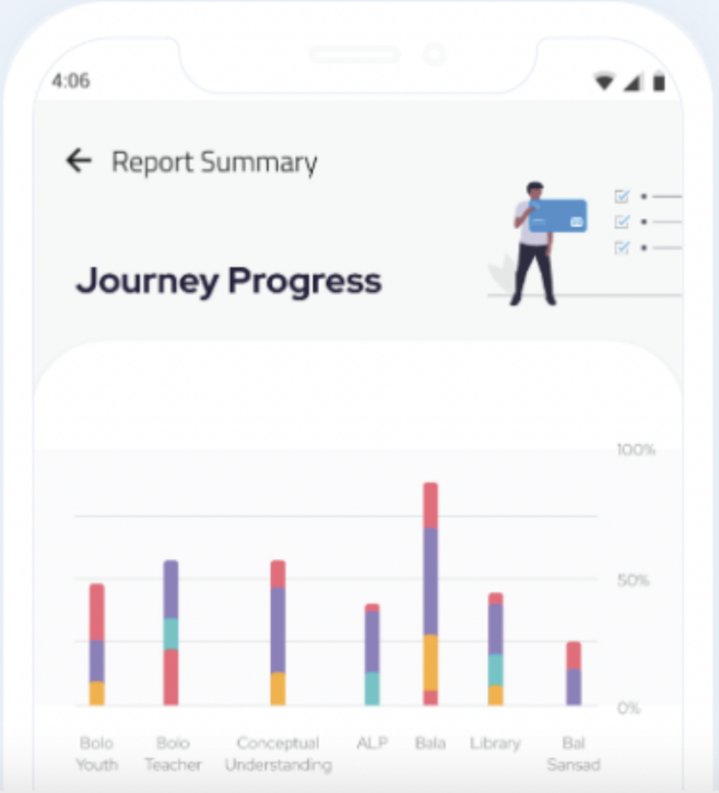
Research & Discovery


28
Pending Tasks
2
Dropped Tasks
4
1 Week
App Activity
Peak Usage
10am to 2pm
Screen Time
2 Hours
VIEW DETAILED ACTIVITY
What are your areas of interest?
Farmer Welfare
Animal Welfare
Education
Unemployment & Skilling
Environment Sustainability
Poverty Mitigation
Waste Management
Hygiene & Sanitation
What skills do you bring?
Content Writing
Public Speaking
Sales
Teaching & Facilitation
Dramatics & Theater
Painting & Art
Law
Marketing
Accounting & Finance
OPC
Events, people or organisations
Events
Members
94 members
Effort
Stakeholder involvement
Emotion
Christ Uni
Leaderboard
Reports
Diary
New event
Rank
62
Hours
256
Tasks
5 Ongoing
Need to improve learning level of
15th Oct
Zero Waste Campus
To increase parent collaboration,
21st Oct
Support Local Entrepreneur
Send SMS to all parents
26th Oct
Zero Waste Campus
View All
3 Ongoing
Projects
Blood Donation Camp
48% completed
Tree Plantation
16% completed
Hygeine Awareness
72% completed
What's New
Say something..
Share Diary
Ask a question?
Vaishnavi Rao
Engineer, RV College

Journeys of Change



Choose a workflow, or make your own with Front Software



Insights and Impact

Understanding the technology behind the volunteer engagement engine was really helpful in making UX decisions, but also built a stronger working relationship with many members of the engineering team. Based on the interviews with participants and volunteers, we have we derived reassuring design feedback. It symbolizes that the young people who use this app enjoy it and it fits into their lifestyle and schedule. This project gave me an understanding of how difficult it is to introduce the small new feature into a community engagement app. The touch points we need to consider before changing a small button on a screen

17K

Community members driving change

825

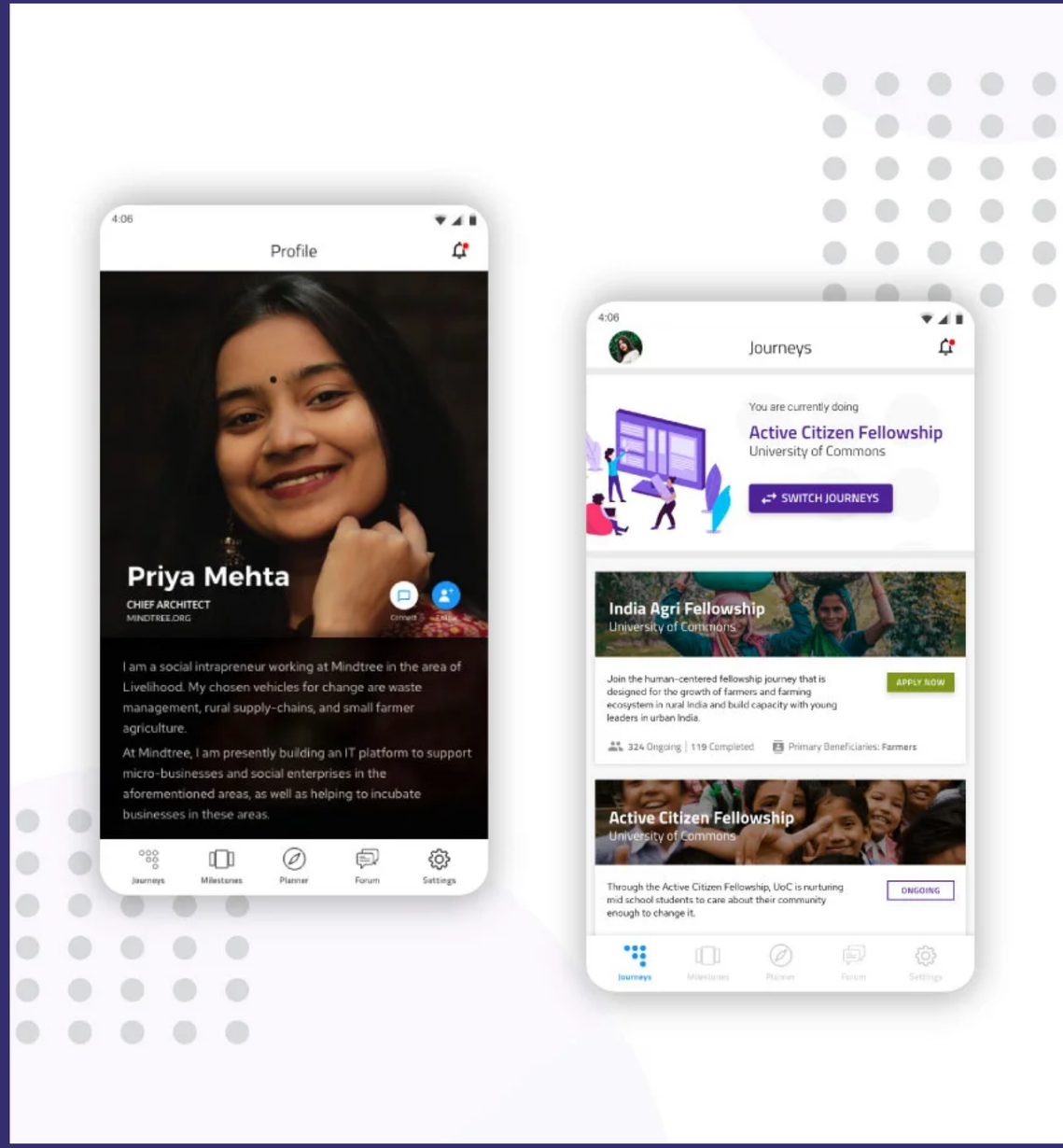
Communities

10+

Journeys

200K

Hours of community work



Thank you for your time