

# Deepakkrishna Ramachandran

Product Designer | B2B SaaS | Design Systems & Complex Workflows | AI-Assisted Prototyping

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Product Designer with 3+ years on complex B2B workflows people use all day, connecting design to business. Owns features end to end: discovering user needs, designing and prototyping with AI, measuring impact and iterating on feedback. Recently built a token-based design system from scratch; exploring its use in AI-generated UI.

## Experience

### Auxtail Ltd

EV accessories startup | Coventry, UK

**Founding Designer** | Oct 2025 - Jul 2026 | Full-time Employee

- Design systems.** Built the brand and a token-based design system from scratch, with 45+ documented components and 72 tokens powering the website and investor materials.
- Investor story & launch plan.** Designed the investor deck and a phased launch plan with KPI gates, turning research into a clear funding story with early market validation to plan a £50k pre-seed raise.

**Design & Strategy Associate** | Mar 2025 - Sep 2025 | Part-time Employee, alongside MSc

- Product discovery.** Surveyed 42 EV-owning cyclists and interviewed 6 experts, mapping 8 jobs-to-be-done stages that confirmed range loss and installation as top pain points.
- Positioning & go-to-market.** Sized a £44m addressable UK market and compared 4 entry routes, recommending a direct-to-consumer launch then OEM licensing, with tiered pricing at £1,495–£1,795.

### Tekion Corp

Automotive retail cloud platform (dealer management software) | Bengaluru, IN

**Product Designer** | Jul 2023 - Aug 2024 | Full-time Employee

- Cross-functional delivery.** Conducted prioritisation workshops with product and engineering, delivering 98 high-impact and 157 small-to-medium features from 255 tickets, shortening delivery cycles by 12 days.
- Complex workflows.** Designed complex workflows across enterprise and dealer-facing retail and operations platforms, including partial invoicing that saved dealerships 50 hours a month.
- Data-driven redesign.** Rebuilt Inchcape's activity log architecture, cutting average search time by 30%, validated through live product analytics and A/B testing against the legacy system.
- Design systems & accessibility.** Standardised the enterprise component library across car-maker brands including GM and Ford Pro to WCAG 2.2 AA, saving 160 handoff hours a year on a platform serving 10,000+ users.

**Product Designer Intern** | Jan 2023 - Jun 2023 | Full-time Internship

- Discovery & Systems mapping.** Documented modules and mapped Tekion and competitor screens to guide redesigns and onboard new hires, saving PMs and developers 40 discovery hours.
- AI interfaces.** Prototyped and tested an AI-backed data verification interface, cutting dealership data-entry time by 6 minutes a day across 5 pilot sites.
- Research-led fixes.** Interviewed senior staff at 5 dealerships on inventory loss, then fixed the usability blockers found, resulting in 65 fewer support tickets in month one.

## Projects

### Dee Product

Independent side projects | Manchester, UK | Jul 2026 - PRESENT

- 0-to-1 launches.** Designed and built 3 products, Reelic (Chrome, in beta), Copy Cat (macOS) and Next Door (open-source web app), with 165+ early users and testers.
- AI-assisted prototyping.** Used AI for research, Google Stitch for exploration, Figma for design systems, Claude Code to build, Omni for analytics, cutting concept-to-launch time ~60%, with automated accessibility checks.
- Current focus.** Exploring how a token-based design system with documented rules can guide AI tools to generate consistent, on-brand B2B screens from simple prompts.

## Education

- MSc, Innovation and Entrepreneurship** | [University of Warwick](https://www.warwick.ac.uk) | 2024 - 2025
- Bachelors of Design, Industrial Design** | [VIT Vellore](https://www.vit.ac.in) | 2019 - 2023

## Skills

- Design Skills:** Product discovery, user research, interaction design, information architecture, design systems & documentation, AI-assisted prototyping, accessibility, usability and A/B testing, metrics & KPIs, visual design.
- Tools:** Claude Code, Figma, Storybook, Adobe suite (Ai, Ae, Ps), Blender 3D, Spline, Framer, Jira, Confluence, Miro.

## Awards

think-cell Global Competition, Top 10% (2025) | BIG ISSUE Competition winner (2025) | Tekion Best Employee (2024)