

# Kirubha Sankari Kittusamy

+1 281 876 7153 | krpadesigns@gmail.com | Portfolio: <https://portfolio.krpadesigns.com/ai/>

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**Principal Product Designer** with **15+** years **designing large scale cloud & platforms** products, **7+** years **specializing in AI and ML** augmented platforms, from early predictive analytics (2018) to modern agentic AI systems (2025), for IT, operations & technical users.

Specializes in **simplifying complex system behavior** by designing **experience architectures** that define how intelligent systems are understood, navigated, and trusted across **end-to-end customer journeys**. Extensive experience across AI maturity levels, from automation to context-aware agentic systems translating system behavior into **reusable interaction patterns, information models, and scalable frameworks**. Known for bridging technical implementation with human-centered design, **prototyping with LLMs and generative AI tools** to validate system behavior, learnability, and user trust. Proven ability to work at the intersection of research, design, and engineering to **architect clear, production-ready interaction models for complex, ambiguous problem spaces**.

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## CORE COMPETENCIES

Agentic & AI-Assisted Experience Design · Enterprise SaaS Product Design · Platform & Systems UX · Workflow Simplification & IT, Operations, Employee Experiences · Design Systems & Component-Based Design · End-to-End Product Design (0 to 1, 1 to N) · Product-Led Growth & Adoption-Driven UX · Information Architecture & Complex Systems Design · Trust, Explainability & Confidence · Cross-Functional Leadership · User Research & Insight Synthesis · Journey Mapping & Scenario Design · Rapid Prototyping (Lo to Hi)

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## WORK EXPERIENCE

### CapitalOne Software / Lead AI Product Designer (Contract)

Remote, US | Jan 2025 – Jan 2026

Founding designer for agentic AI-augmented diagnostic and investigation workflows within an enterprise cloud optimization platform defining interaction models. Designed the vision for LLM-powered investigation workflows for Snowflake and Databricks data scientists/analysts.

- Created explainable AI, interaction models for knowledge graph navigation, SQL code comparison, and data lineage visualization.
- Designed agentic handoff patterns distinguishing autonomous action from human decision-making, for confidence and context.
- Created patterns for non-deterministic LLM outputs: confidence visualization, multi-hypothesis presentation, evidence-based explanations.
- Built prototypes testing how autonomous diagnostics changed analyst behavior by designing emergent patterns for reasoning and trust.
- Partner with ML Engineers, Applied AI Foundation. Prototyped with Open AI, Google AI Studio, Claude, GPT-4, validated LLM patterns.

#### Impact:

- Reduced query optimization & identifying duplicate pipelines, root-cause analysis workflows from hours to mins (~30–40% reduced time).
- Consolidated fragmented diagnostic and investigation workflows, reducing tool-switching (4-5 tools to 1 experience).
- Established reusable design patterns for explainable, human-in-the-loop intelligence, improving trust and adoption across the platform.

### Google Inc / UX Designer – Android developer experience (Contract)

Remote, US | Apr – Sep 2024

Designed AI-assisted debugging workflows for Android internal tools, helping developers to triage, diagnose bugs and interpret logs and understand failures. Created conversational log explanation interfaces enabling developers to query complex system logs through natural language, paired with log visualization patterns that made opaque Android telemetry interpretable and actionable. Synthesized multiple internal material design systems into coherent, scalable patterns. Collaborated with engineering to validate usability and performance constraints.

#### Impact:

- Reduced time spent diagnosing issues by making complex android system logs interpretable, actionable and with log visualization.
- Integrated AI-assisted explanations and guidance directly into debugging workflows, improving issue identification and bug reporting quality.

## **Walmart Inc** / *Principal UX Product Designer (Fulltime)*

*Remote, US | Jun 2022 – Jan 2024*

Led end-to-end experience design for the merchant platform, owning the apparel and store-feature pillar across multiple interconnected products. Drove alignment across product, engineering, and leadership by translating ambiguous business problems, through journey mapping into North Star visions used for executive decision-making. Designed scalable workflows and shared components that reduced operational complexity for merchant users across web and mobile. Contributed to and standardized cross-team design system components, improving consistency and delivery speed across the org. Mentored as player coach for designers and team members.

### **Impact:**

- Designed an AI-powered recommendation concept prototype to improve item recommendations, estimated \$25B+ in business impact.
- Conceptualized and prototyped generative AI feature for merchant platform establishing new interaction framework
- Global Tech Hackathon winner for AI innovation concept for store assortment planning.
- Delivered and redesigned merchant onboarding guidance and item assortment experience with projected \$2B in sales impact.
- Secured VP-level buy-in for multiple initiatives through vision-led design, resulting in projects being prioritized and funded.

## **Amazon** / *Lead UX Product Designer (Contract)*

*Remote, US | Jan – Jun 2024*

Led UX by designing self-service digital tools for complex, process automation & data analytics platform for security critical Tax and FinTech workflows. Translated regulatory and operational constraints and compliance driven processes, such as permission-based user access controls for sensitive data into clear, auditable interaction models. Partnered with product, engineering, and operations to modernize legacy workflows using the AWS Polaris design system. Delivered content strategy and UX improvements aligned with enterprise accessibility standards.

### **Impact:**

- Enabled self-serve resolution for tax and finance teams, reducing reliance on manual, spreadsheet-driven processes.
- Improved usability and adoption of legacy FinTech tools by simplifying high-risk workflows into guided experiences.
- Reduced operational friction in regulated environments by clarifying ownership, steps, and system feedback.

## **PepsiCo** / *UX Lead (Contract)*

*Remote, US | Oct 2020 – Jan 2022*

Led end-to-end experience for global B2B omnichannel order management system and internal support platforms across 17 markets. Designed PepsiCo catalogue management experience supporting operations and employee workflows. Created concierge AI chatbot for employee engagement. Built multiple design systems for internal tools and branding platforms and content management systems. Delivered design system components that powered multiple websites across various regions, designed website layouts to identify components for design system. Digital Ordering mobile app UX – journey map updates, evaluations, recommendations and prototyping.

### **Impact:**

- Delivered omnichannel order-management experiences supporting \$65M+ in operational revenue across global markets.
- Improved employee efficiency and engagement through AI-assisted concierge experiences for internal support.
- Increased consistency and maintainability across regions by standardizing design patterns and workflows for internal IT support application.

## **Occidental Petroleum (OXY)** / *Senior UX Designer (Contract)*

*Houston, TX | Sep 2018 – Mar 2020*

Led UX for data-intensive platforms supporting ML, AI, cloud, and predictive analytics workflows for advanced analytics and emerging technologies domain for geologist and data analyst. Led end-to-end design for an ML/AI cloud MVP from discovery through agile delivery. Managed and mentored a team of 3–4 UX designers. Replaced fragmented spreadsheet workflows with a single knowledge-retention system.

### **Impact:**

- Reduced 90% of manual work, saving \$1.2M annually.
- Delivered interfaces that displays 100,000+ oil well data points and 1,000+ cross section views in a single interface.
- Shipped 80% of designed features across 10+ products used by 1,000+ users.
- Reduced 100+ spreadsheets usage to a consistent single point knowledge retention product.

## **NovoNordisk / Senior UX Designer (Contract)**

Houston, TX | Apr 2018 – Sep 2018

Redesign of websites for Adobe CMS, the design system components I designed 99% were implemented

## **Infosys Digital / Lead UX Designer (Fulltime)**

Houston, TX | Jan 2016 – Nov 2017

Led Schlumberger's field service UX transformation; doubled field productivity. • Directed Costco Events ecosystem redesign; integrated UXR

## **Mphasis / Senior UX Designer (Contract)**

Houston, TX | Jul 2015 – Oct 2015

Led full redesign for AIG VALIC retirement site; resulted in 10% increase in user contribution.

## **Information Architect/ UX Designer Roles (Fulltime)**

India, Amsterdam, Singapore, Tokyo | 2000 – 2011

Delivered end-to-end design solutions for clients in telecom, travel, and enterprise tech.

## **EDUCATION & CERTIFICATIONS**

- AI Design Certification – MIT (2024)
- MSc Human Computer Interaction, University of York, United Kingdom (2014)
- Bachelors in Computer Applications, Annamalai University, India
- Certified Usability Analyst, Human Factors International | Certified Scrum Master
- Diploma in Multimedia - AutoCAD, Maya, 3DMax | Diploma in Design & Drafting Mechanical Engineering

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## **TOOLS & TECHNICAL FLUENCY**

- Information Architecture, Conceptual Models, Journey Mapping, System Decomposition
- AI/ LLMs: Hands on prototyping, evaluated AI assisted workflows using Claude, GPT, AI Studio, Gemini, Replit & similar tools.
- Design & Prototype: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), In Vision, Figjam & similar tools
- Technical Fluency: HTML, CSS, JavaScript capabilities and React framework
- Specializations: Visual Design - Typography, Color Theory, Layout, Visual Hierarchy, Iconography Creation, Interaction Design
- Design Systems: Scalable design systems, Enterprise Pattern Libraries, Accessibility (WCAG), Localization, Scalability
- Research Methods: Contextual Inquiry, User Interviews, Usability Testing, Journey Mapping, A/B Testing
- AI & Systems : Designed across AI maturity solutions, automation to context aware agentic AI, Conversational design
- Data platforms & ecosystem: Snowflake, Databricks, ClickHouse (telemetry) Knowledge graph: Neo4j AI

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## **DESIGN LEADERSHIP & MENTOR**

- Player Coach: Led design execution while mentoring and coaching 3 to 4 designers, provided design reviews, critiques.
- Cross team collaboration: Presented UX vision to VP level executives securing buy in and funding for multiple 0 to 1 initiative
- Process improvement: At all times improved business processes and workflows that improved team velocity & collaboration

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## **SELECTED CASESTUDIES**

- AI-Assisted Root Cause Analysis & Cost Optimization | <https://portfolio.krpadesigns.com/portfolio/agentic-ai-2026/>
- Android Developer Debugging & Explain Logs | [https://portfolio.krpadesigns.com/portfolio/google\\_android/](https://portfolio.krpadesigns.com/portfolio/google_android/)
- Enterprise Merchant Platform & Decision Support | [https://portfolio.krpadesigns.com/portfolio/northstar\\_mobile\\_web/](https://portfolio.krpadesigns.com/portfolio/northstar_mobile_web/)
- Maps Discovery & Ideation Framework | <https://portfolio.krpadesigns.com/portfolio/maps-discovery-ideation/>