

Sanjai R

Product Designer



Summary

A visually focused Product Designer with 2.5+ years of expertise in interaction design and user research, I excel at transforming large, ambiguous challenges into seamless, delightful solutions that address both direct and indirect user needs while aligning with business objectives. I currently handle the design for multiple enterprise Retail, and Accounting applications within Tekion’s flagship product, ARC, driving usability, efficiency, and innovation. Eager to join a passionate team where I can contribute in building innovative, user-centric, and impactful products.

Expertise & Skills

Research: Journey Maps, Service Blueprints, Competitive Analysis, User Interviews, User Testing

Design: Information Architecture, Wireframes, Responsive Design, Interactive Prototype, Design System

Tools: After Effects, Atlassian (Confluence & Jira), Blender, Davinci Resolve, Figma, Framer, Illustrator, Indesign, Lightroom, Notion, Photoshop, Premeire Pro, Webflow

Domain: Enterprise Accounting, Automotive Retail, Digital Platforms

Experience

Product Designer I

Tekion Corp, Bangalore | Apr 2025 - Present

- Currently revamping the Finance & Insurance (F&I) workflow within the Automotive Sales process—streamlining everything from choosing convenient payment plans and selecting F&I products to seamlessly handing over legal documents to the car buyer, ensuring a smooth and user-friendly (Buyer-front & Dealer-front) experience.

Associate Product Designer

Tekion Corp, Bangalore | Jul 2023 - Mar 2025

- Spearheaded the comprehensive redesign of Bank Reconciliation, introducing advanced transaction matching techniques, a more efficient daily reconciliation process, and clear, easy-to-read summaries to enhance usability and accuracy.
- Led the complete overhaul of the Accounts Payable setup, improving workflow efficiency through a cleaner design and enhanced information architecture.

- Proposed and led an initiative to enhance the way new features are introduced within the product, improving user awareness, adoption, and overall experience.
- Introduced a new cheque layout feature that allowed dealership users to customize their cheques, significantly reducing trial-and-error printouts.
- Developed a centralized Accounting UI repository integrated with an internally built Figma plugin for reusable product flows, increasing the efficiency of our designers.

Product Design Intern

Tekion Corp, Bangalore | Jan 2023 - Jul 2023

- Improved user experience for Tekion's ARC financial statement application by redesigning features like financial statement printing, memo enhancements, and resolving out-of-balance issues through research, user feedback, and iterative design.
- Analyzed and redesigned OEM financial statements prints, addressing readability and formatting issues by incorporating zebra lining, optimal font size, and spacing, while adapting to various page sizes and maintaining OEM-specific structures.

Visual Design Intern

Design Foundry, Chennai | May 2022 - Jul 2022

- Managed daily design tasks, creating education fair collaterals and newspaper ads for Amrita Group of Institutions, ensuring impactful and visually compelling communication.
- Contributed to Cognizant's website design and collaborated with a fellow designer to create Zifo company's handbook, ensuring a cohesive and visually engaging experience.

Chairperson

ADI VIT, Vellore | Jan 2021 - Jan 2022

- Led a team of six board members to organize online workshops and seminars featuring international designers, fostering knowledge sharing and community engagement.
- Initiated and guided the creation of digital magazines on furniture design, typography, and game design, fostering design awareness and engagement on campus.

Education & Certification

B. Design - Industial Design

VIT University, Vellore | Jul 2019 - Aug 2023

Webflow Masterclass

Flux Academy (On Scholarship) | Year 2021

Interests

When I’m not crafting experiences, I’m immersed in film photography—exploring streets, experimenting with techniques, and capturing moments on film. I also indulge in analyzing movies and series, diving into psychology and philosophy, and reflecting on the paradox of designers critiquing capitalism while actively shaping it.