

Sanjai R

Product Designer

Currently designing AI workflows for automotive dealership sales teams - enabling smarter deal-making and streamlined document management across the car buying process.

PROFESSIONAL SUMMARY

Product Designer with 3.5 years of enterprise B2B SaaS experience. Combines systems thinking with end-to-end interaction design and visual design craft for complex financial workflows and non-expert users. Redesigned Tekion's bank reconciliation end-to-end - 75% faster process, 60% auto-matched transactions, 40% fewer manual errors, 8-10 hours saved per team per month. Translates user research and behavioral data into clear interaction models that handle edge cases and meet accessibility standards (WCAG 2.1) - working cross-functionally across Product, Engineering, and Compliance. Portfolio: worldofsanjai.com

CORE COMPETENCIES

- End-to-End Interaction Design
- Financial Workflow UX
- Design Systems & Reusable Components
- User Research & Behavioral Data
- Accessibility (WCAG 2.1)
- Cross-functional Collaboration
- Information Architecture
- Enterprise B2B SaaS

WORK EXPERIENCE

Product Designer II - Tekion Corp

Bangalore | Apr 2026 - Present

- Designing compliance-critical touchpoints within the car buying process, translating complex regulatory requirements into clear, guided workflows that maintain design consistency and protect dealerships from risk while keeping the buyer experience seamless.
- Leading the unification of scan and upload flows within the documents workflow, consolidating multiple complex use cases into a single cohesive experience that reduces friction across the full spectrum of dealer document management.

Product Designer I - Tekion Corp

Bangalore | Apr 2025 - Mar 2026

- Designed an AI-powered desking workflow that surfaces deal recommendations, optimizes lender selection, and maximizes gross within buyer constraints and compliance guardrails - reducing deal structuring from multiple rounds to 1-2 desking rounds.
- Enhanced the end-to-end F&I workflow guiding buyers through payment plans and product selection - a dual-sided interaction model for both dealers and buyers used by 18k+ F&I Managers across North America.

Associate Product Designer - Tekion Corp

Bangalore | Jun 2023 - Apr 2025

- Redesigned bank reconciliation end-to-end: defined measurable success criteria, rebuilt the transaction matching interaction model and daily reconciliation flow, incorporating reusable components for the matching interface - 75% faster process, 60% auto-matched transactions, 40% fewer manual errors, 8-10 staff hours saved monthly.
- Led the complete overhaul of the Accounts Payable Setup, improving workflow efficiency through cleaner information architecture and design consistency via shared standards and reusable components.
- Proposed and led a product-wide feature discoverability initiative, designing the introduction system that improved user awareness and adoption of new capabilities across the platform.
- Introduced a cheque layout customization feature that allowed dealership users to configure their cheques, significantly reducing trial-and-error printouts.

Product Design Intern - Tekion Corp

Bangalore | Jan 2023 - Jun 2023

- Improved the financial statement application by redesigning print statements, enhancing memos, and resolving out-of-balance issues through user research and iterative design.
- Redesigned OEM financial print outputs by resolving readability and formatting issues through zebra lining, optimized typography, and adaptive layouts that preserve OEM-specific structures across page sizes.

Visual Design Intern - Design Foundry

Chennai | May 2022 - Jul 2022

- Designed education fair collaterals, newspaper ads, and web assets for clients including Amrita Group, Cognizant, and Zifo, delivering cohesive brand experiences.

EDUCATION

Bachelor of Design - Industrial Design

Jul 2019 - Aug 2023

VIT University, Vellore | Relevant Coursework: Design Foundations, Design Thinking, User Research, Ergonomics, Product Design.

SKILLS

Research: Journey Maps, Service Blueprints, Usability Testing, User Interviews, Heuristic Evaluation, Behavioral Data Analysis, Competitive Analysis, Workflow Analysis

Design: Interaction Design, Information Architecture, Design Systems, Wireframing, Accessibility (WCAG 2.1), Responsive Design, Interactive Prototyping, Human-AI Interaction Design

Tools: Figma (FigJam, Design & Make), Adobe Suite, Framer, Webflow, Claude, Claude Code, Cursor AI, Jira, Confluence

Strategy: Cross-functional Collaboration, OKR-driven Design, Stakeholder Management, Experimentation Design, Product Strategy Translation, Design QA

Domain: Enterprise B2B SaaS, Financial Workflows, Automotive Retail, Finance & Insurance (F&I), Digital Platforms

INTERESTS

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