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Fremont, California

Specialties

Product, UX, Design
Leadership, Strategy,
Hands-on HTML & CSS

Collaborate with
Leadership team & cross
functional partners

Hire, manage and mentor
designers

Cultivate design process,
design system & product
strategy

Active player in the startup
ecosystem

Education

Advanced User Experience

UX Mint, Chennai
2015

Master's in Visual
Communication

Loyola College, Chennai
2006 - 2008

Bachelor's in Visual
Communication

CSI Bishop Appasamy
College, Coimbatore
2003 - 2006

Hello! My name is Araa (he/him)

I'm a people-oriented Product designer with 13 years of digital design experience, 5+ years of people leadership, half developer and a part-time cook!

Experience

Revv.so

(Lightspeed & Matrix funded)

2018 - Present

Head of Product Design, Founding Team

- Lead Product UX design org across the PLG, eComm store and derived signups strategy scaling 0-10,000+ customers in 3 years
- Manage 5+ designers and 20+ crossfunctional partners and built the product from the scratch
- Drive user engagement, product demo, sales pitch, events and conversions up by double digit percentages

Freshworks

2015 - 2018

Lead Product Design

- Head design & development team to launch **Freshchat** at speed in just 6 months to accelerate 8x revenue growth in 40 months
- Crafted design solution for **Freshteam**, a smart HR software to help grow businesses by ~35% + 2x revenue growth
- Created a company culture guideline - **People Ops**. Built tools to measure employee pulse and allow the company to maintain culture code values

Frip

(Acquired by Freshworks)

2013 - 2015

Lead Product Design, Founding Team

- Owned design and product roadmap for an online platform which helps users discover a shop or service through their friends and trusted connections.
- Creative arm of the team and played a key role in growing the user base from ~0-100k in 18 months

Symantec

2012 - 2013

Senior UX Designer (for Cognizant)

- Designed and launched Norton Ditto, a secured cloud backup for our online social services
- Worked with Symantec products like NOBU, Norton Zone, and Norton Chronos

Cognizant

2008 - 2012

UX/UI Designer

- Design high fidelity wireframe and interaction for new and existing mobile & web applications
- Worked with different clients like Symantec, Disney, Lexis Nexis, Arbitron, Harris & more

Crystal Ad Agency

2007 - 2008

Brand designer

- Brand development, Market research and captivating brand narratives

Highlights

Delivered 0-1 products from concept to launch for both Consumer and B2B SaaS products at a fast paced environment

Known for creative thinking, story telling, flexibility and ability to render solutions at crucial junctures of project roadmap and customer commitments

My belief in the culture code - 'Act as an Owner' helped to wear multiple hats as a UX designer, Front-end developer, and a Product Manager

Invested on seed rounds and actively mentor start-ups