Keesara S

Product designer, 10+ years experience
Hyderabad, India
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I lead a talented team in crafting world-class online and mobile products, setting creative strategies and mentoring designers. Collaborating closely with engineering and product teams, I ensure compelling user experiences across platforms. Previously, I've contributed to impactful projects at Zenskar, OkCredit, TA Digital, and Cognizant.

INDUSTRIES: SaaS, FinTech

TECHNICAL SKILLS

• Application Design	10 years
• User Research	10 years
• Design Strategy	10 years
• UX design	10 years
• Product design	6 years

PROJECT DETAILS

• project x — February-2023 - March-2024

Project Description: Revolutionize billing experiences with user-centric design for our SaaS platform. Simplify complex processes, enhance usability, and elevate aesthetics for seamless customer interactions
Responsibilities: Design research, wireframing, UI design, Application flow, Usability test
Technologies: python, react, node
Industry: SaaS
Link: https://www.zenskar.com/

• OK Credit — January-2022 - January-2023

Project Description: OkCredit is a free digital Udhar-Khata app for businesses & shop owners. Manage your ledger account book digitally in your preferred language.
Responsibilities: Design research, wire framing, UI design, Application flow, Usability test
Technologies: react, android
Industry: FinTech
Link: https://okcredit.com/

EMPLOYMENT HISTORY

• Product designer — November-2019 - May-2024

Description: Product design, Design strategy, Product road map, sprint planning, Design research, Design system

EDUCATION

• Bachelors degree in BFA from JNAFAU — 2009 - 2013

LANGUAGES

• English - advanced

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