Kailas Parameswaran

Senior Product Designer | B2B SaaS and Developer Tools | Design Systems and AI Prototyping

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SUMMARY

Senior Product Designer with 5 years of experience in UX and UI design across B2B SaaS, developer tools and mobile apps. Sole designer at an API management startup, shipping 30+ platform features end to end and building the company design system from scratch. Earlier led design for a delivery app that lifted signup conversion by 62%. Strongest where design meets engineering: turning complex technical systems into clear, usable workflows.

EXPERIENCE

Yappes Technologies

Mar 2024 - Feb 2026

Senior Product Designer | UI/UX Designer · Only designer, API lifecycle and gateway management platform — Bengaluru

- **Platform ownership.** Owned product design end to end for the API Manager and API Console, shipping **30+ features** across gateway policies, routing, load balancing, mock APIs, monetisation, SSO and onboarding.
- **Policy system.** Designed one shared policy system for 12+ policies: attach at API, endpoint or subscription level, drag to set execution order, and conflict checks that stop setup errors before they reach the gateway.
- **Design system.** Built Sky, the company design system on Mantine, with tokens, WCAG accessible components and data-heavy patterns (tables, filters, action bars), cutting design-to-dev handoff time.
- **Marketing and sales.** Redesigned yappes.com and docs with a demo request flow that increased inbound leads, and worked with sales on pitch decks and daily LinkedIn creatives.
- **Cross-functional work.** Partnered with the VP of Engineering, backend and gateway teams; benchmarked Kong, Apigee and AWS API Gateway to shape scope and roadmap.

Sprinto

Mar 2023 - Dec 2023

Product Designer | UI/UX Designer · Security compliance and certification SaaS — Bengaluru

- **Compliance workflows.** Redesigned risk and certification flows so non-technical users could complete compliance tasks on their own.
- **Craft and quality.** Refined interactions and edge cases with engineers, and extended the design system.

Loadshare Networks

Jan 2021 - Feb 2023

Product Designer 2 | UI/UX Designer · Promoted from UX Design Intern and Product Designer 1 — Bengaluru

- **Rider app.** Led design for the Loadshare Rider app (100K+ downloads, 4.3 star rating) used by delivery partners of Swiggy, Flipkart and Amazon; shipped changes that **increased signup conversion by 62%**.
- **Field research.** Ran user interviews and ride-alongs in 5 regions to rework onboarding, earnings and shift flows.
- **Data-led iteration.** Used Mixpanel, Smartlook and Redash to find drop-offs and A/B test fixes.
- **Multi-product design.** Designed 5 internal B2B and B2C products; co-created the first design system.

SKILLS

Design	Product Design, UX Design, UI Design, Design Systems, Design Tokens, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Accessibility (WCAG 2.1)
Research and data	User Research, Usability Testing, Competitive Analysis, A/B Testing, Product Analytics, Funnel Analysis, Stakeholder Management
Domain	B2B SaaS, Developer Experience, API Management, API Gateway, Mobile Apps, Logistics
Tools	Figma, Framer, Mixpanel, Smartlook, Redash, Notion, Whimsical, Postman, HTML/CSS
AI prototyping	Claude, Cursor, Google AI Studio, Figma Make, Lovable

EDUCATION

Bachelor of Design (B.Des), Industrial and Product Design, IIITDM Jabalpur — 2017 - 2021

Design Patent holder, Indian Patent Office (No. 565564), "A Wood Working Digital Marking Gauge"