

# GNANA DIVAKAR

Product Designer, Chennai, Tamil Nadu - 8 years of Experience

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## SUMMARY

Product designer with 8 years of experience, currently owning design for an enterprise full-stack observability platform ManageEngine Site24x7. Specialist in Design System, Complex Information Architecture, and AI-Integrated Design Workflows – turning dense, technical SaaS products into clear, usable experiences.

## EXPERIENCE

### Zoho Corporation

ManageEngine Site24x7

Apr 2022 - Current

### Product Designer

Chennai, Tamil Nadu, India

- **Enterprise Design System:** Architected the product's design system from scratch using Atomic Design; led migration of a legacy product to token-based system across Light, Dark, and Night themes, standardising **246+ components** and cutting design-to-dev handoff time.
- **Information Architecture:** Owned a platform-wide navigation overhaul – redesigning a three-tier model (Left rail, Module Bar, and Second-level menu) after heuristic audits of **7 core flows**;
- **Onboarding:** Redesigned activation — benchmarked vs. Datadog, New Relic, Dynatrace — with role-based routing and demo dashboards, targeting sub-10-min time-to-value and **80%+ completion** (under prod).

### Essentiate

LatentView Analytics

Nov 2022 - Oct 2023

### Freelance Creative Designer

Chennai, Tamil Nadu, India

- Designed **60+ infographics** and data visualizations for LatentView Analytics, translating complex analytical insights into clear visual narratives for international clients.

### Galaxy InfoTech

Feb 2021 - Apr 2022

### User Experience Designer

Madurai, Tamil Nadu, India

- Owned a end-to-end UX Design, Amplify project, a multi-tenant barbershop management SaaS (US) – user research, Information Architecture, User Stories, Wireframe.
- Redesigned the booking flow to lifting **booking success from 62% → 80%** and **task efficiency from 55% → 77%**.

### BrokenGlass Designs

Jul 2019 - Jan 2021

### Creative UIUX Designer

Chennai, Tamil Nadu, India

- Designed across brand, web, and mobile for a varied client base — ran social media campaigns for GRT Hotels & Resorts, designed a mobile app and landing page for an Australian tree-cutting service, and led brand building for GoldenPay FinTech (identity, style guides, and product UI).

### Earlier Roles

2018 - 2019

### Graphic Designer | Roto Artist

Salem & Chennai Tamil Nadu, India

- UI/UX Designer at SkyAppz Software (matrimony product + sub-brands), Freelance Graphic Designer at Muvierock Technologies, and Roto Artist at Phantom-VFX — early design and post-production work before moving into Composition.

## DESIGN SKILLS

Design System and Tokens  
Information Architecture  
Heuristic Evaluation  
Accessibility  
User Experience Design  
User Interface Design  
Wire-framing and Prototyping  
Competitor Analysis  
User Stories

## SOFT SKILLS

System Thinking  
Strategic Thinking  
Storytelling  
Empathy  
Critical Thinking  
Leadership  
Inclusive Mindset  
Adaptability  
Curious  
Collaboration

## TOOLKIT

### Design

Figma, FigJam

### Prototyping

Lovable, Figma Make

### AI Workflow

Figma MCP, Claude

### Visual

Photoshop, Illustrator, Lightroom

## EDUCATION

### Bachelor of Engineering in Electrical and Electronics

May 2012 - Apr 2016

Syed Ammal Engineering College,  
Ramanathapuram, Tamil Nadu, India