

Rucmenya Bessariya

Product Designer | B2B & B2C SaaS | Bengaluru, India | +91 97111 01488

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PROFESSIONAL SUMMARY

Product Designer with **5+ years of experience designing** consumer-facing and enterprise platforms that serve users across diverse literacy, language, and technology barriers. Proven in **0-to-1 B2C product design**, mobile-first grassroots UX, and AI-powered enterprise tools - shipping high-quality, research-grounded outcomes through fast, sprint-paced iteration. Blends design strategy, qualitative research, and behavioural analytics to translate real user needs into intuitive, scalable experiences across cross-functional teams.

EXPERIENCE

Tekion Corp. | Bengaluru, India

Product Designer I | April 2026 – Present

- Led end-to-end design of Tekion's Sales AI ecosystem across 4 surfaces — Sales AI Agent, Sales Dashboard 2.0, Lead Snapshot, and Agent Studio — establishing Tekion's agentic design language for enterprise CRM.

Projected Impact: 500+ rooftops, 60%+ appointments via AI.

- Designed AI-led lead engagement flows — automated first-response to booking appointments, cutting **response time** from **5+ min to <1 min**; built intelligent human-routing and AI pause/resume controls to eliminate lead leakage on escalations.
- Defined the human-AI collaboration model — UX taxonomy of 4 AI states (Yet to Contact / AI Engaged / Routed to Human / AI Paused) surfaced real-time across every lead, reducing agent guesswork on priority follow-ups.

Associate Product Designer | July 2023 – Mar 2026

- Led 0-to-1 design of Tekion's Self-Service Financial Portal (web, desktop-first), enabling customers to manage invoices, payments, and credit workflows. Partnered with engineering and Design Ops to build the design system from scratch, establishing reusable components aligned to product requirements.

Impact: Achieved adoption by 148+ Asbury dealerships, reduced overdue invoices by 43%, and supported multi-million-dollar cost recovery through timely payments.

- Redesigning Tekion's table filters after a design audit; partnered with CRM, Service, Parts, and Accounting to ship a scalable solution with improved consistency and accessibility

Impact: Adopted by 20+ CRM data tables — reducing filter-related support tickets by 31.71%.

Product Designer Intern | Jan 2023 – Jun 2023

- Identified user personas, common workflows, and pain points by analyzing support tickets and OpenReplay sessions.

Impact: Became a go-to resource for 40+ designers and PMs, improving cross-department collaboration and decision-making transparency.

GE Digital | Bengaluru, India

UX/UI Design Intern | May 2022 – Jul 2022

- Designed an AI-powered image comparison feature for the SPEC Borescope web app, enabling technicians to accurately monitor and categorize turbine defects and generate predictive diagnostic reports.
- Conducted on-site research at GE Labs and client power plants to understand diagnostic workflows, uncover usability gaps, and prioritize field technician pain points. Documented key mismatches between real-world processes and digital workflows to inform product improvements.

IIT Bombay (e-Yantra) | Mumbai, India

UI/UX Designer - Senior Project Technical Assistant | Nov 2016 – Jun 2021

- Owned end-to-end UX for a mobile-first B2C commerce platform enabling farming households to list and sell fresh farm produce in real time via IoT-driven inventory automation — pilot launch for faculty and staff of IIT Bombay.

- Designed for low digital literacy users: image capture and smart weight input replaced manual text entry — icon-forward, language-agnostic UI serving sellers with low digital literacy and limited smartphone experience.

Impact: Reduced manual listing efforts, accelerated produce time-to-listing from hours to minutes.

- Designed mobile-first UI for a government-backed pandemic response app serving mass public users — simplifying symptom reporting and health guidance for a diverse, high-anxiety user base with limited digital fluency.

EDUCATION

IIT Hyderabad | CGPA 9.21

M.Des, Master of Design | Aug 2021 – Jun 2023

- Winner of 2 International Design Competitions

GGSIU, New Delhi

B.Tech, Bachelor of Technology | Aug 2012 – May 2016

- Outstanding Project Award, International Society of Automation, Mumbai
- 5th Rank — e-Yantra Robotics Challenge, IIT Bombay

SKILLS

Collaboration & Soft Skills

Active listening, Stakeholder management, Cross-functional collaboration (PMs, Engineers, Researchers), Systems thinking & problem-solving, Strategic & business thinking, Prompt Engineering & Designing with AI, Mentoring & Leadership, Presenting & Defending Design Decisions

UX Research & Testing

Problem identification and validation, Competitive Analysis, Heuristic Evaluation & Usability Testing, User behavior analytics (OpenReplay, Pendo), Data-driven Design (Heatmaps, Red Routes), Persona Creation, Information Architecture & Experience Mapping, User Journey Mapping & Pain Point Identification, A/B testing, KPI identification, and performance analytics, User-Centered Design & Design Thinking, Accessibility & Inclusive Design (WCAG Standards)

Design & Prototyping

Wireframing & Prototyping (Low–High Fidelity), Design Systems & Component Libraries, Responsive (mobile/tablet), Mobile App Design (iOS & Android Native), UI & Service Design, Micro-interactions & Motion Design, Iconography & Typography

Tools & Tech

Figma, Figma Make, Adobe XD, Sketch, Illustrator, Notion, OpenReplay, Pendo, Jira, Confluence, Slack, Builder.io, Lovable.dev, Polymet.ai

ACHIEVEMENTS

- 2nd Place — Ideathon, Hiroshima Research Institute, Japan
- 3rd Place — McMaster UI/UX Designathon, Canada
- Published robotics UX research at ICETM and IEEE T4E conferences

MENTORSHIP

- Guided two aspiring design students for NID and CEED, who successfully secured admission to premier institutes: NID Bangalore (Universal Design) and MIT Pune (Interaction Design)