

SAAIKISHORE RATHINASAMY

Senior Product Designer | AI-Augmented Product Design

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years designing user-centered experiences for complex, data-intensive products. Founding designer of a connected-vehicle data platform (CVDOS) used by 1,000+ engineers and tied to ~\$200M in annual cost savings. Recently designed and built a production AI assistant (agentic RAG) and a reusable AI prototyping method now proposed for company-wide adoption — pairing deep UX craft and research with hands-on AI/LLM application design to ship grounded, working products, not just mockups.

CORE COMPETENCIES

AI & Emerging Tech: AI/LLM application design, Agentic systems, RAG & grounding, Prompt engineering, Guardrails & evaluation, AI-augmented design workflows (ChatGPT, Claude, Figma AI, Vertex AI)

Product Design: End-to-end UX, Interaction design, Design systems, Information architecture, Rapid prototyping, UX writing & content strategy, Visual design

Research & Strategy: User research & interviews, Usability testing, Persona development, Journey mapping, Design thinking, Systems design, Product strategy, Agile delivery

Tools: Opencode, Visual Studio Code, Figma, Miro, Sketch, Adobe Creative Suite, Looker, Axure, Balsamiq, Jira; FastAPI (prototyping)

PROFESSIONAL EXPERIENCE

Ford Motor Company — MI, USA *Senior Product Designer — Global Data Insight and Analytics Data* Mar 2022 – Present

- Founding designer of a connected-vehicle data platform (CVDOS) that automates large-scale vehicle data pipelines; now used by 1,000+ internal engineers and tied to ~\$200M in annual cost savings.
- Led end-to-end UX for a self-serve platform that lets engineers monitor vehicle-feature performance without manual data requests; drove a pivot to a simple template-driven workflow that cut issue detection from weeks to days, scaled to 126 features, and lowered data-collection costs ~12% across billions of responses.
- Designed and built a production AI assistant that answers engineers' questions from internal documentation — an agentic, retrieval-augmented (RAG) application (FastAPI, Google Vertex AI) with guardrails that prevent fabricated answers and cite a source for every response.
- Created a reusable “AI Prototype Generator” method that turns a short plain-English questionnaire into grounded, engineer-ready prototypes; cut prototyping cycles from weeks to days and presented it to senior leadership as a proposed company-wide standard.
- Conducted user research with 50+ participants across teams; resulting design improvements increased conversion rates by 20%.
- Partnered with product managers, owners, and engineers to shape experience strategy for data products while advocating for end users and business goals.

Ford Motor Company — MI, USA *Product Designer — Global Data Insight and Analytics* Mar 2020 – Mar 2022

- Delivered sketches, visual designs, workflows, interactive prototypes, wireframes, and style guides across the product development lifecycle.
- Embedded design thinking and agile practices; facilitated cross-team UX sessions and mentored peers, fostering a high-performing design culture.

NCR Corporation — GA, USA *UI/UX Designer* Aug 2019 – Mar 2020

- Created wireframes, information architecture, and interactive prototypes for web platforms; ran user interviews and feedback analysis to deliver intuitive, user-centered experiences.

Thin Film Electronics — CA, USA *UI/UX Designer* Jan 2019 – Aug 2019

- Gathered user requirements with product managers and engineers and defined design style standards; illustrated flows and UI elements in Sketch, Illustrator, and InVision for stakeholder review.

EDUCATION

M.S., Human Factors / Ergonomics — San Jose State University, CA 2018

B.E., Mechanical Engineering — Anna University, India 2016

CERTIFICATIONS & CONTINUOUS LEARNING

AI & Product: AI for Designers — Interaction Design Foundation · Generative AI for Everyone — DeepLearning.AI · ChatGPT Prompt Engineering — DeepLearning.AI · Google AI Essentials — Google

Design & Research: Visual Perception & the Brain — Duke University (Coursera) · Running Product Design Sprints — University of Virginia (Coursera)