

Lajapathy Kodiraman

Product Design Lead

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PROFILE

Product Design Lead with 20+ years in design, more than a decade at Zensar Technologies, and experience working with Fortune 100 clients globally. Currently leading enterprise product design at Accurate Background, connecting product strategy with hands-on UX, design systems and team development.

EXPERTISE & INDUSTRIES

Product strategy · Discovery & user research · Enterprise UX · Interaction design · Prototyping · Design systems · Usability testing · Design leadership · AI-assisted design

BFSI · E-commerce · SaaS · Healthcare · Enterprise security · Mobility · Connected homes

EXPERIENCE

Product Specialist / Product Design Lead

Apr 2026 - Present

Accurate Background · India

- Lead end-to-end design for enterprise SaaS and SMB background-screening products, from discovery and journey mapping to wireframes, prototypes and high-fidelity UI.
- Design workflows for onboarding, package selection, credentialing, candidate management, verification tracking, reporting, adverse action and account administration.
- Partner with Product, Engineering, Compliance and business stakeholders on product vision, roadmap priorities and delivery.
- Establish UX standards and scalable design systems to support consistent experiences across products.
- Use research, competitor analysis and usability validation to guide decisions; explore AI-assisted experiences and support designers through reviews and implementation.

Senior Product Designer / UX Strategy & Design Systems

Apr 2018 - Feb 2026

Zensar Technologies · Johannesburg, South Africa · On-site

- Led an on-site design team for a BFSI client, shaping enterprise analytics, workflows and operational tools for multiple user roles.
- Led design from discovery and research synthesis through information architecture, interaction design and high-fidelity UI.
- Used progressive disclosure and information hierarchy to make complex data workflows easier to navigate.
- Partnered with product managers and engineers on roadmaps, priorities and implementation; developed reusable patterns and design systems.
- Used usability research, analytics and qualitative feedback to refine designs, and mentored designers through reviews and critique.

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EXPERIENCE CONTINUED

Senior UX / UI Designer

Aug 2014 - Nov 2017

Zensar Technologies · Pune, India · On-site

- Conducted user research and usability testing to inform web and mobile experiences.
- Created personas, prototypes and interface designs, including interaction, motion and accessibility considerations.
- Developed design systems, guidelines and style guides while collaborating with cross-functional Agile teams.

Graphic and Web Designer

Jun 2006 - Aug 2014

Olympic Media · Madurai, India

- Created print and digital marketing materials, brand identities, logos, illustrations and visual assets.
- Developed brand guidelines and optimized assets for web and mobile, building a foundation in visual communication and digital design.

SELECTED SHIPPED WORK

E-Wallet

Design Lead · 2022 · Eight-person project team

Owned end-to-end product design through launch, covering account access, onboarding, transfer details, payment methods and transaction status.

Norton OPS

Senior Product Designer · 2019 · Twelve-person project team

Owned end-to-end design for shipped security-monitoring interfaces: system overview, threats, user access, reports, configuration and profile settings.

FluxCRM

Design Lead · 2025 · Four-person project team

Designed four shipped clinic-reporting dashboards: overview, leads and conversion, marketing channels and analytics.

Full case studies: lajapathy.com/Casestudies.html

EDUCATION

MBA, Artificial Intelligence

BITS Pilani Work Integrated Learning Programmes

Jul 2026 - Apr 2028 (expected) · In progress

M.Sc., Computer Software Engineering

Madurai Kamaraj University

2001 - 2006

RECOGNITION

Top Talent 2024-25 · Zensar Technologies · Jul 2024

Star Performer of Year 2017 · Zensar Technologies · Oct 2017