

# KESAVAN

## PRODUCT DESIGNER

Electronic City, Bengaluru | kesavancancerian1311@gmail.com | +91-9489004776 | [www.keshavanz.com](http://www.keshavanz.com)

I'm a Product Designer with 7+ years of experience, starting my career in graphic design and visual storytelling before moving fully into UI/UX and product design. Over the last three years, I've focused on designing end-to-end digital products, working closely with engineering teams from concept to launch. I enjoy solving complex problems and turning them into clear, usable experiences. I've built and shipped real products like Botafy and D-Screen, where clarity, accessibility, and real-world constraints mattered deeply. I'm driven by creating products that users trust and businesses can confidently scale.

### AREA OF EXPERTISE

Interaction Design  
Visual Design

Prototyping / Wireframing  
User Research

Design System  
Responsive Design

### PROFESSIONAL EXPERIENCE

#### Nextgen Information Services - Product Designer

Mar 2023 - Dec 2025

- Drove cross-functional design and engineering collaboration to take Botafy and D-Screen from concept to production, securing \$50K funding contract for D-Screen.

#### Wealthy - Senior Visual Designer

Dec 2021 - Feb 2023

- Executed high-impact visual and ad campaigns that increased user acquisition and supported product growth, contributing to a successful \$7.5M funding round, while assisting with UI design for the Wealthy App.

#### Unacademy - Graphic Design Executive

Mar 2020 - Oct 2021

- Designed and produced high-impact visual and motion assets for Unacademy's JEE channel, contributing as a core team member to its growth from 400K to 1.2M subscribers, strengthening brand visibility and learner engagement.

#### SHARE it - Video Editor

May 2019 - Jan 2020

- Contributed to large-scale video production initiatives, delivering in-app short-form and long-form content for a patriotic channel and helping grow its reach to 632K followers.

#### Nestle India Ltd - Design Apprentice Trainee

Jun 2017 - July 2018

- Solved a high-impact contamination challenge at Nestlé by building a Gasket Management System that reduced waste by ~88%, shaping my approach to systems-driven product design.

### EDUCATION

#### Bachelor of Engineering

May 2013 - Apr 2017

Anna University

### TOOLS

Figma  
Adobe Photoshop

Adobe Illustrator  
Adobe Premiere Pro

Adobe After Effects  
Articulate Storyline 360