

JITHIN RAJAGOPAL

Lead Product Designer | AI Agentic Engineering

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EXECUTIVE SUMMARY

I design complex B2B and B2B2C products from zero to one, turning ambiguous problems, state machines and operational workflows into systems that work, increasingly with AI-native interaction models built in from the start. I bridge product, design and engineering, working directly with founders and C-suite leaders to validate what's worth building before it gets expensive to find out.

KEY ACHIEVEMENTS

- **Reshaped product strategy on evidence:** Redirected a zero-to-one commerce platform's entire MVP around enterprise workflows after research showed 80%+ of GMV came from enterprise merchants, avoiding a costly SMB-first build. (Etailify, Niyantr)
- **Removed a core operational bottleneck:** cut manual end-of-day inventory reconciliation effort by ~90% by rebuilding inventory architecture around Master SKUs and automated consumption deduction. (Explorex)
- **Drove measurable revenue growth:** designed a behaviour-based loyalty platform (44K+ downloads) that contributed to 35% higher dine-in revenue at partner restaurants. (Explorex)
- **Simplified operations at scale:** redesigned onboarding and admin workflows, cutting partner onboarding time by ~50% and support tickets by ~40%. (Explorex)
- **Proved a zero-to-one hardware concept in the field:** combined vehicle architecture with algorithmic routing to deliver a 38% picker-efficiency gain in a two-month Amazon Hyderabad pilot. (Greendzine, SNAIL)
- **Built an AI-assisted research workflow:** cut UX and market research cycles to roughly 25% of prior effort by combining structured research methods with AI-assisted synthesis, without ceding judgement on what matters. (Independent Practice)

PROFESSIONAL EXPERIENCE

Independent Product Design Practice

Dec 2025 – Present

Work with early-stage teams and founders to turn ambiguous product ideas into structured, testable product experiences, with a current focus on AI-native product design and rapid validation.

- **Architected a zero-to-one AI-native analytical MVP** for Pluto Energy, a US power-market intelligence platform, designing the AI analysis workflow from natural-language query through clarification, data retrieval, scenario modelling and explainable output, so analysts stay in control of assumptions and decisions.
- **Built an interactive scenario-analysis playground and functional prototypes** that let analysts vary assumptions, compare iterations and visualise trends; used in client pilots and investor discussions to demonstrate the product concept.
- **Reduced UX and market research cycle time** to roughly 25% of previous effort by pairing structured methods with AI-assisted synthesis and exploration, while keeping judgement over what matters human-led.
- **Run ongoing independent projects** that test new AI-assisted design and prototyping methods, converting the ones that work into reusable practice.

Lead UI/UX Designer | Etailify (Niyantr)

Dec 2024 – Nov 2025

Founding design lead for a zero-to-one D2C commerce operating system spanning catalogue, orders, inventory, procurement, pricing, analytics and marketing.

- **Led merchant and workflow research** that revealed 80%+ of GMV came from enterprise merchants, and used the finding to redirect the founding team toward an enterprise-first MVP built around inventory, procurement and governed pricing.

- **Defined OMS state machines, order-routing logic, exception handling and maker-checker approval workflows** with the CTO/CEO, with design specs used as the engineering team's implementation reference before backend schemas existed.
- **Established a Tailwind-based, WCAG 2.1 AA design system and information architecture** across 7+ commerce systems, and took on de facto product-management responsibility (driving research, decisions and roadmap) in the engagement's final three months.

Senior UI/UX Designer | Explorex

Feb 2022 – Oct 2024

Joined as the first designer on an engineer-led restaurant operating system and helped grow it into a B2B2C platform across six product surfaces, as partner count grew from 100+ to 600+ (now 1,000+).

- **Redesigned inventory architecture** around Master SKUs and automated consumption deduction, replacing manual reconciliation with exception-based variance reporting, cutting reconciliation effort by ~90%.
- **Rebuilt QR dine-in and checkout** using order-value and table-turnaround data, improving table turnaround by roughly 5–15 minutes per restaurant.
- **Designed Elite**, a behaviour-based loyalty and discount platform reaching 44K+ downloads that contributed to 35% higher dine-in revenue at Signature restaurants.
- **Redesigned partner onboarding and the Partner Backend**, cutting onboarding time by ~50% and support tickets by ~40%, and built a 100+ component design system used across all six surfaces.

UI/UX Designer | Independent Design Practice

Nov 2019 – Dec 2021

- **Designed SchoolArt, a digital learning platform**, connecting schools, teachers and students for online assignments during COVID-19, including a child-friendly visual editing tool and a subject-organised asset library.
- **Took early-stage product ideas** from ambiguous requirements to structured user flows, wireframes and evaluable concepts for independent digital and industrial clients.

Product Designer + Product Owner | Greendzine

Aug 2017 – May 2019

Moved from Product Designer into a Product Owner role within six months on physical-digital mobility systems, where mechanical architecture, software and manufacturing had to work as one.

- **Originated SNAIL**, a bi-directional electric warehouse-picking vehicle for 900mm aisles integrating vehicle architecture with WMS-connected picking and algorithmic routing; a two-month Amazon Hyderabad pilot recorded a 38% picker-efficiency improvement.
- **Led SNAIL through field-failure analysis into a V2** with 30+ reliability improvements and remote diagnostics, cutting failures and service downtime by ~70%.
- **Standardised BOMs, drawings, testing and vendor processes** across four mobility product lines, cutting manufacturing rejection/rework by ~80% and lifting vendor output by ~30%.

EDUCATION & CERTIFICATION

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| • IISc (Indian Institute of Science, Bangalore) Master of Design - Product Design & Engineering | 2017 |
| • NIT (National Institute of Technology, Calicut) Bachelor of Technology - Mechanical Engineering | 2013 |
| • IDF (Interaction Design Foundation, Online) Certified Course - 12 Course UX Curriculum | 2020 |

CORE SKILLS

- **Product & UX Architecture:** Zero-to-one product design, Information Architecture, State Machines & Edge-Case Mapping, Design Systems, MVP Definition
- **AI & Research:** AI-Native Product Design, AI Workflows, LLM-Assisted Prototyping, Contextual Enquiry, Research Synthesis
- **Design Engineering:** Figma (Variables, Advanced Auto Layout), Tailwind CSS, HTML/CSS/JS Prototyping, WCAG 2.1 AA, React Components