

# Cibi Kulandaisamy

**Phone** +91 94450 40204

**Email** mailcibi@gmail.com

PRODUCT DESIGN LEADER

**Portfolio** [www.cibittos.com](http://www.cibittos.com)

---

*I am a business-centric product designer with over **11+ years of experience** and an Industrial Engineering degree from **IIT Kharagpur**. My primary focus is on creating exceptional business value by empowering talented design teams to offer captivating product experiences.*

---

## KEY RESPONSIBILITIES

- Design Sprint Planning & Management
- Design Principle Foundation & Evolution
- Design System Management & UI Kits
- Product Management Interfacing
- Experience Strategy
- Information Architecture & Workflow Design
- Navigation System Design
- Visual Design & Interactive Prototyping
- Icons & Vector Illustrations
- Knowledge Management & Training

## DESIGN TOOLS & PROGRAMMING SKILLS

- Sketch
- Balsamiq
- Principle
- InVision
- Adobe After Effects
- Design System Manager (by InVision)
- HTML, CSS3 (& SaaS), JavaScript, D3.js
- Python (& Django)

---

## WORK EXPERIENCE

### Design Lead & UX Expert

April 2016 - Present

#### ARUBA NETWORKS - A HPE COMPANY, BANGALORE

- + Currently leading a **multi-location design team** and spearheading the total user experience for the entire *Aruba Cloud Platform*. Contributed in the product journey from a single application into the flagship product suite of the company, growing in revenue from **\$3 million to \$150 million**.
- + Liaison with the product management team and **plan & conduct design sprint cycles** for timely and reliable delivery of team outputs.
- + Own the end-to-end design of over a **dozen successful full-fledged applications** for the end user on the *Aruba Cloud Platform*.
- + Own and manage the **centralized design system**, and convert new design patterns into responsive, modular & standardized components with one-to-one relationship with codebase.
- + Conceptualized and designed a **drag-and-drop studio** leveraging the modular front-end architecture of the company, for non-designer stakeholders to quickly materialize application ideas and validate API requests/responses.
- + Modernized the experience of traditional network management applications to be at par with the new age of SaaS user experience.
- + Plan & execute knowledge management initiatives within the team and along the business vertical.

## Senior UX Designer

July 2014 – March 2016

ADADYN TECHNOLOGIES, BANGALORE

- + Led the cross-functional design team and created **Adadyn**, the flagship ad-technology SaaS product, right from product design strategy to carrying out post-deployment usability studies.
- + Conceptualized and designed the **interactive studio for creating dynamic banners** and developed the same. This studio drastically minimized the expenditure of graphic design resources to create ad banner and empowered account managers to explore their creative side.

## Product Maker & Co-founder

May 2012 – June 2014

SHORI CONSULTING SERVICES, CHENNAI

- + Designed and developed **Providanz**, a desktop browser-based SaaS application for designing and analyzing business system operations. Developed it using *Foundation* for the front-end and *Django* for the back-end. The application cuts down time spent by industrial & system engineers in from **several months down to 2-3 days**.

## Senior Analyst & Co-founder

December 2008 – April 2012

SEMBIYAN CONSULTANCY, CHENNAI

- + Conducted numerous **workflow analysis projects** across diverse industries (automotive, dairy, mining, textile etc.) to reduce costs and improve productivity & quality.
- + Developed **MS Office applications** to assist operations managers to make real time business decisions in areas of Scheduling, Production Planning and Inventory Management.
- + **Recruited** graduate engineers for OEMs from reputed institutions and **trained** them for a seamless transition to the career of professional engineer.

## Executive Analyst

July 2007 – November 2008

ADHUNIK METALIKS LTD, KOLKATA

- + Carried out numerous **human-machine interaction studies** to improve process usability and performance, across many production stages in an integrated steel supply chain.
- + Conceptualized, designed and developed a **sales intelligence application** that sanitizes data from multiple sources, analyzes and presents business dashboards for executive consumption.
- + Conceptualized, designed and developed a **steelmaking scheduling application** that automatically generates steel production sequences based on booked orders.

---

### EDUCATION

#### **BITS Pilani**

2010 - 2012

MASTER OF SCIENCE - CONSULTANCY MANAGEMENT

#### **IIT Kharagpur**

2003 - 2007

BACHELOR OF TECHNOLOGY - INDUSTRIAL ENGINEERING