

Ravi Srimukunda

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Product & UX Design Leader · Consumer-grade B2B Experiences · Agentic AI for Enterprise

SUMMARY

Product & UX Design Leader with **20+ years** of experience building technology products across **enterprise B2B SaaS and B2C**, including **15+ years in UX and product design**. I led UX for **Merlin**, the AI layer across Zycus' Source-to-Pay platform. Shipped both **Merlin Intake & Autonomous Negotiation Agent (ANA)**, a conversation-first agentic AI product live with enterprise customers across banking, telecom, consulting, and logistics. Track record of **shaping product strategy, scaling design organizations up to 18 people**, and pioneering **AI-powered design workflows** that turn design intent into functional prototypes at speed.

AI-first Product Design · GenAI & Agentic AI · Conversational UX · Agentic Design Production · Omni Channel Experience · Design UX Strategy & DesignOps · Team Building · Design Systems · UX Pre-Sales

STRATEGIC IMPACT & LEADERSHIP

- **Led the shift to a conversation-first procurement experience, validated through user research, replacing traditional form-driven intake with AI-guided interaction** — holding the design direction against the pull toward familiar form-based UI. Early user testing confirmed that users preferred conversation over traditional intake screens, validating a fundamentally different approach to the procurement entry point.
- **Led ANA from hybrid chat + web to a conversation-first agentic sourcing experience, aligning Product and Engineering around a new interaction model** — challenged the hybrid model based on user behavior, driving a shift to conversation-first and transforming conversational data into a read-only structured system of record.
- **Built an AI-assisted design-to-prototype workflow using Claude Code, Cursor and Figma MCP, reducing prototype cycles from days to hours** — moving beyond component libraries to evidence-based placement and interaction rules, giving Product and Engineering working software instead of static mocks, and scaling the framework organization-wide.
- **Shaped experience strategy across 15+ enterprise GenAI-powered Source-to-Pay applications**, establishing scalable experience patterns across complex procurement workflows.
- **Led an 18-person design team at Tavant through OKR-based design operations and agile planning across a matrixed global organization, establishing multi-team design operations over 5+ years.**

PRODUCT IMPACT

- Merlin Intake: up to **60% increase** in task completion speed and **35% reduction** in manual errors for GenAI-powered conversational procurement.
- ANA: **60–75% reduction** in manual sourcing effort and **3–5% average tail-spend savings** — measured against Fairmarkit, Zip, Keelvar, Coupa, and Graphite as the competitive set.
- Led digitization of US mortgage origination: **35% faster** completions, **40% fewer** support tickets, used by **300K users**.
- Led pre-sales for UX design and front-end development, helping close **15 new customers worth \$10M+** over 5 years.
- Drove a B2B offers engine and payment UX overhaul at PharmEasy Retailio, cutting payment drop-offs **20%** and scaling card transactions to ₹50L/month (**30% increase**).
- Optimized banner production workflows through automation, delivering **₹20L in annual savings**.
- Designed a B2C mobile app reaching **5L+ downloads** at a **4.6** Play Store rating — [Link](#)

EDUCATION & CERTIFICATIONS

- B.E., Mechanical Engineering — Siddaganga Institute of Technology, Karnataka (2002)
- IDEO U — [Insights for Innovation](#) | [From Ideas to Action](#)
- Emeritus/MIT — [Design Thinking & Innovation of Products & Services](#)

WORK EXPERIENCE

Director, User Experience | Zycus Infotech — Merlin (AI Layer, Source-to-Pay)

Jul 2023 – Jul 2026

- Led product design for Merlin, Zycus's AI layer across 15+ Source-to-Pay applications — the conversational experience, the autonomous negotiation workflow, and the harder problem of making AI trustworthy for enterprise users who couldn't afford ambiguity.
- Owned ANA and Merlin Intake from the ground up, both shipped at enterprise scale.
- Built a user-story-to-prototype pipeline on Claude and Cursor that cut design cycle time from days to hours.
- Led & mentored the design team while staying hands-on — both by design.

Associate Director, UX Design | PharmEasy — Payments & Checkout, Warehouse & Innovation & Platform Growth *Feb 2022 – Jul 2023*

- Led UX for B2B and B2C e-commerce at one of India's largest pharmacy platforms, managing a team of designers and a researcher across payments, private-label growth, and checkout.
- Led the B2B offers engine, lifting repeat order frequency and gross merchandise value (GMV).
- Used analytics to find and fix checkout drop-off points, cutting payment drop-offs 20% and growing digital transaction share.
- Redesigned core warehouse workflows — dispatch, inventory, GRN — reducing errors and improving fulfillment turnaround.

Senior UX Architect | Tavant — Program Management, UX Strategy, Cross-Functional Leadership, UX Pre-sales

Oct 2016 – Jan 2022

- Led an 18-member design team across design, research, and visual design through OKR-based design operations and agile planning in a matrixed org, running multi-team design operations for 5+ years.
- Managed 20+ enterprise design programs concurrently across multiple agile teams — owning scope, execution, and delivery.
- Led UX for mortgage origination and servicing platforms for US lenders: regulated, high-stakes workflows where getting it wrong meant real money and compliance exposure, resulting in 35% faster completions and 40% fewer support tickets across 300K users.
- Led pre-sales UX walkthroughs and delivery for accounts worth \$10M+, helping close 15 new customers.

Manager, UI/UX | Quikr India Private Limited — UX Research, Product Strategy & Design

Sep 2015 – Sep 2016

- Led UX strategy for B2C classifieds and Quikr Cars & Homes, increasing adoption and reducing task friction across listings and services.
- Took Quikr Doorstep from concept to launch — an on-demand logistics product built on the C2C marketplace, covering pickup and delivery flows, third-party logistics integration, and fraud detection UX.
- Designed the Escrow service alongside it, establishing trust and safety for high-value transactions.

Product Manager | Exilant Technologies — Roadmap, Workflows, UX Design & Research (ERP for Manufacturing)

Jan 2013 – Sep 2015

- Owned both product and UX design for a SaaS ERP built for Indian SMBs and manufacturing clients — roadmap, pricing, PRDs, user research, wireframes, hi-fi mockups, and go-to-market collateral.
- Traveled across India implementing the platform directly with customers.
- Early proof of operating across the product-design boundary, not just one side of it.

Technical Writer Advisor | Dell Technologies — UX Writing & Product Documentation

Oct 2009 – Jan 2013

- UX writing and product documentation for Dell's enterprise server management products — iDRAC, Lifecycle Controller, OpenManage.
- Filed 3 invention disclosures, including a unified WSMAN/IPMI/RACADM scripting solution for Dell server management.

IT Analyst | Tata Consultancy Services — Product Design and Product Documentation

Apr 2005 – Oct 2009

- Managed a 12-member team across product design and UX writing and information development for industrial equipment and software.
- Worked extensively on Gilbarco's Passport Suite C-Store Point of Sale (POS) and Videojet's suite of proprietary and compatible software solutions to manage coding, labeling, and packaging operations.

Project Engineer | Leonardo Automation (India) Pvt. Ltd. — Product Design & Engineering

Aug 2003 – Mar 2005

- Designed mechanical systems and human-machine interfaces for industrial automation — hydraulic, pneumatic, and electrical sub-systems. Focused on usability and ergonomics for machines, not screens.