

# Krishna Chaitanya CH

Senior Product & UX Designer · Greater Toronto Area, Canada · Remote-friendly

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Senior Product & UX Designer with 12+ years of experience transforming complex, data-heavy products into clear, intuitive experiences across enterprise analytics, healthcare, fintech, and SaaS. Redesigned a Microsoft reporting suite, reducing Tier-1 escalations by **64%** and increasing deployments by **29%** month over month. Shipped a live **AI Insights** feature for Meta's compliance platform and currently lead the UX team building Microsoft and Xbox storefront experiences and supporting systems.

## EXPERIENCE

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### UX Project Lead

Jun 2025 – Present

Microsoft (via HCLTech) · Greater Toronto Area (Remote)

- Lead the UX team for Microsoft.com and Xbox storefront, delivering product launches, revamped home-page themes, and Xbox category-page redesigns.
- Migrated the team's asset production from Photoshop to a scalable **Figma component and template system** (and trained the team on it), and built multi-variant paid-media templates that streamlined content-writer workflows.
- Run daily stand-ups, manage Azure DevOps (ADO) tasks and assignments, AEM file workflows, brand guidelines, and asset QA.

### Senior UX Designer, Meta Division

Aug 2024 – May 2025

Meta (via HCLTech) · Greater Toronto Area

- Designed a live, in-production **AI Insights tile** for Meta's SOCC compliance platform; it became the most-cited feature in post-launch research.
- Led UX for the full Tableau platform: all KPI tabs, information architecture, and a WCAG AA design system.

### Senior UX Designer, Microsoft Division

Feb 2021 – Aug 2024

Microsoft (via HCLTech) · Vancouver, BC

- Redesigned a dense nine-page Power BI report (DTP / Low Code) into a focused decision tool: **64% fewer Tier-1 support escalations, 29% more deployments MoM, and 15% more partners onboarded MoM.**
- Built the FMO design system (dark/light themes, mobile-first) across 28 reports and led a team of 8 designers.
- Designed **ADEPT**, an enterprise onboarding platform: **25% lower turnover, 50% higher engagement** (first month).

### Product Designer (Sole)

Jun 2020 – Dec 2020

ePatient Connect ([banty.com](https://banty.com)) · Greater Toronto Area

- Sole designer for a HIPAA/PHIPA-compliant telehealth platform; designed the video, scheduling, and clinic-workflow experiences to mimic an in-person visit.
- Built the product's first design system and brand foundation across web, iOS, and Android (AODA / WCAG 2.0 AA).

### Senior UI/UX Designer

Oct 2017 – Mar 2020

Aumnics Inc. · India

- Delivered end-to-end UX for the GAIN global hiring platform (brand identity, design system, web, and mobile); named Employee of the Year.

### Senior UI/UX Designer

Dec 2017 – Jan 2020

N2N Services, Illuminate · USA

## UI/UX Designer

Bonaven Software · Hyderabad, India

Jan 2016 – Oct 2017

### SKILLS

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**Design craft:** Product & UX design · design systems · information architecture · wireframing · prototyping · user research · usability testing · accessibility (WCAG 2.0 AA, AODA)

**Data & enterprise:** Data visualization · dashboards (Tableau, Power BI) · complex compliance & enterprise workflows · A/B testing

**Leadership & process:** Team leadership (up to 8) · mentoring · stakeholder management · cross-functional delivery · design critique · Agile

**Tools & AI:** Figma · Sketch · Miro · Illustrator · User Testing · Adobe CC · Maze · HTML/CSS · Jira · AI-assisted UX (research synthesis, briefs from specs, production AI features)

### EDUCATION

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**Master of Business Administration (MBA), IT Management** · MIBM · A+ Grade, 2014

**Diploma in Multimedia, Design & Applied Arts** · APTECH Computer Education · 2011–2013

**B. Com** · Osmania University, Hyderabad · 2009–2012

**Certified Usability Analyst (CUA)** · Human Factors International (HFI) · 2019