



# Santosh Panyala

## Product & Systems Designer

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 in/santoshpanyala

## SKILLS

### UX & Strategy

User Journey Mapping, Storytelling, Usability Testing, User Research, Wireframing, Prototyping, Information Architecture, Design Thinking

### Engineering & Development

React.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, REST APIs, Unit Testing (Jest), Angular

### Platforms & Tools

Figma, Storybook, Design Tokens, Radix UI, Microsoft Power Platform (Power Apps, Power Automate, Dataverse), Adobe Creative Suite, Azure, Git


## EDUCATION & TRAINING

### Master in User Experience & Interaction Design

Touro University 

08/2023 – 05/2025 | New York

### Bachelor's degree in Animation & Design

Loyola Degree and PG College 

08/2014 – 04/2017

### Power Platform Developer Associate - PL 400

Microsoft Certified

### Prompt Engineering for LLMs

NVIDIA, 2025

## ABOUT ME

I build the systems that help teams build better products. With over 6 years of experience, I specialize in creating and scaling the design systems that bridge the gap between a design vision and its technical execution. Whether it's designing a component in Figma, building it in React, or automating a workflow in Power Apps, my goal is the same: to create intuitive, scalable, and cohesive digital experiences.

## WORK EXPERIENCE

### Senior Visual & Systems Designer

Gainsight

03/2019 – 03/2023 | Hyderabad

- Spearheaded and governed a new design system with over 50+ components, establishing a codified visual language that became the single source of truth for 5+ product teams and accelerated development velocity by 35%.
- Presented design strategies to product leadership, leveraging usability testing insights to launch new features that contributed to a 41% increase in customer engagement.
- Engineered robust data-fetching workflows by integrating with RESTful APIs on AWS, ensuring secure and performant data transfer for all front-end applications.
- Championed a culture of accessibility, conducting a comprehensive audit and redesign of core user flows that improved task success rates for visually impaired users by 18%.

### Web Designer

Infasta Soft Solutions

06/2017 – 03/2019 | Hyderabad

- Led the redesign of complex B2B web and mobile experiences, implementing a user-centric information architecture that directly contributed to a 20.89% growth in the active user base.
- Improved core product usability scores by 25% by designing, prototyping, and testing new user interfaces based on direct user feedback.

### Graphic Designer - Intern

Whatastory

10/2016 – 04/2017 | Hyderabad

- **Developed** a cohesive brand identity across multiple marketing campaigns by designing key motion graphics and illustrations.

## RECOGNITION

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### Chasing Dreams in NYC

Winner, Study NY Contest I 2024

### NY Business Plan Competition

Nominee I 2025

## PROJECTS

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### Atmosphere UI Kit

Helios Labs

Engineered a complete, production-grade design system from scratch using React, TypeScript, and Tailwind CSS. The system features a library of over 50 modular and accessible components, all documented in an interactive Storybook instance that establishes clear coding and design standards.

### Helios Labs CRM (Power Apps Project)

Designed and built a comprehensive, model-driven Power App to manage sales pipelines and client interactions. Developed multiple Power Automate cloud flows to automate business processes like email notifications and task creation, reducing manual processes by an estimated 50%.

### Verdo

Climate Positive Habit Tracker

Led the end-to-end product design for a new mobile application, conducting 10+ user interviews and delivering 50+ high-fidelity screens for the core user flows, creating a simple and rewarding habit-tracking experience.