

GOPALCHANDRU KRISHNAN

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Lead Product Designer – Enterprise SaaS | B2B | AI-Enabled Workflows

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India-based | Remote | Open to relocation for on-site opportunities

gopalchandru.com

SUMMARY

Lead Product Designer with 10+ years in Enterprise SaaS and complex B2B systems. I specialise in governance workflow design, AI-enabled product experiences, and design systems where errors carry legal and financial consequences. At TrusTrace, I own end-to-end design across supplier compliance products used by global fashion brands. I operate as a pure IC, with full design ownership from strategy to delivery.

CORE SKILLS

Regulatory Compliance UX · Governance Workflow Design · AI-Enabled Workflows · Design Systems · Product Strategy · Enterprise SaaS · B2B Product Design · Information Architecture · Accessibility (WCAG) · Design Ops · User Research · Prototyping · Journey Mapping · Systems Thinking · Visual Design · Interaction Design

EXPERIENCE

TrusTrace (SWIN Technologies Pvt. Ltd.)

Lead Product Designer

Jan 2024 – Present

Sole design lead across supplier compliance and AI products. Own design decisions end-to-end across governance workflows used by global fashion brands operating under strict global regulatory requirements.

- Led Supplier Data Management from onboarding through certificate management and compliance reporting, cutting brand onboarding time by 30% and reducing supplier data response time by 5x.
- Shipped the Compliance AI Assistant, now used by 50+ fashion brands to surface compliance data gaps, request missing supplier documents, and reach regulatory decisions in one system. Supports multilingual document processing.
- Built the audit and assessment module covering configurable templates, automated scoring, non-conformity tracking, and corrective action plans, enabling brands to qualify suppliers and demonstrate compliance across regulatory audit cycles.
- Drove roadmap trade-offs and MVP scoping each release, balancing regulatory requirements, engineering constraints, and business priorities.
- Mentored junior designers, ran design reviews and cross-functional critiques, and established consistent design guidelines across the product team.

Product Designer

Dec 2021 – Dec 2023

One of TrusTrace's founding designers. Built the design system and shipped the platform's first compliance modules, setting the foundation the product still runs on.

- Built the design system from scratch, establishing components, interaction patterns, and governance standards that accelerated delivery and ensured consistency across all dashboards and compliance tools as the platform scaled.
- Shipped the Digital Product Passport (DPP) module as one of the first in production anywhere, piloting compliance readiness for global fashion brands ahead of ESPR's mandatory 2027 textile requirements.
- Designed Supply Chain Mapping to help fashion brands build their full supplier network and automatically surface forced labor risk through Kharon intelligence integration, flagging Xinjiang-linked entities across multi-tier supply chains to support UFLPA compliance and prevent shipment detentions.
- Built the evidence collection system, consolidating fragmented multi-source supplier data into structured, audit-ready compliance records across material, facility, and shipment levels.
- Partnered with product and engineering to add AI-powered document extraction that auto-fills supplier responses from uploaded documents, improving processing speed by 10x.

Led product design for TagMatiks, an enterprise RFID platform giving healthcare, logistics, and manufacturing teams real-time visibility into assets, inventory, and operations.

- Designed cross-device workflows across web, mobile, and RFID reader interfaces, enabling consistent asset tracking across highly variable operational environments and improving tracking accuracy by 25%.
- Cut onboarding time by 30% through standardised, industry-adaptive flows built for healthcare, logistics, and manufacturing contexts.
- Designed surgical set tracking and inventory reconciliation workflows for healthcare teams, connecting RFID scan data to hospital asset management and sterilisation systems.
- Built operational dashboards that transformed raw RFID data into actionable insights including cycle counts, location history, and asset utilisation rates for floor managers and supervisors.

Led UX for enterprise automobile spare parts management and workforce systems serving large industrial manufacturers.

- Reduced manual effort by 60% by redesigning fragmented operational workflows into structured, role-based processes for spare parts management and inventory control.
- Designed a standalone roadside assistance platform across mobile and web, connecting vehicle breakdown requests with nearby garages and service agents in real time.

Delivered UX across diverse digital products for US-based clients, building breadth across product types early in my career.

- Designed mobile apps, kiosk interfaces, and enterprise web platforms spanning B2B service, commerce, and operational workflows.
- Worked across concurrent client projects, adapting quickly to different product domains, user types, and technical constraints.

- Produced high-volume UI layouts and digital assets for Yellow Pages advertising campaigns, developing production discipline and visual systems thinking that carried into product design work.
- Contributed to internal workflow automation, improving production efficiency by 80%.

EDUCATION & CERTIFICATIONS

Bachelor of Engineering in Computer Science - Maharaja Engineering College, Avinashi · 2015

Enterprise Design Thinking Practitioner & Co-Creator – IBM iX

User Experience & Interaction Design – Interaction Design Foundation

Google Prompting Essentials – Coursera

TOOLS & TECHNOLOGIES

Figma · FigJam · Miro · Jira · Confluence · Zeplin · Storybook · HTML · CSS · JavaScript (basics) · User interviews · Usability testing · Heuristic evaluation · A/B testing · Journey mapping · AI-assisted prototyping: Claude · v0 · Cursor · Figma AI