Vi Chetan

MHCID, Experience Designer and Strategist

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Professional Summary

As a seasoned product designer with 10 years of experience in both B2B and B2C small to mid-sized startups, I thrive on collaboration, am driven by outcomes, and make decisive decisions. My current focus is on driving experimentation on leveraging AI capabilities to significantly reduce time to value for CallRail's customer base. My design craft is centered around creating strategic designs that not only scale and grow the business, but also keep customers engaged and loyal. I bring immense value to any project through my expertise and dedication to mission.

Lead User Experience Designer, AI • CallRail • 2024 - Present

CallRail is a popular marketing and analytics application serving SMBs and marketing agencies with the mission of helping all businesses market with confidence. AI became important to the customers of CallRail as they began experiencing the efficiency gains provided by it in business operations outside of CallRail. As the Lead for the AI space, I shape CallRail's approach to developing and productizing LLM and GPT-enabled features, including:
- Conversation Intelligence
- Sentiment Analysis
- Lead Engagement Tools
- Aggregate Insights
- Alphas, which are limited-run tests for validating results from prompts ahead of integrating with the product

Key Contributions:
- Leading cross-departmental alignment for leadership, product marketing, product, and engineering on problem spaces, solutions and impact metrics through check-ins, roadmap shares, and data reviews.
- Driving strategy to increase customer centricity in choosing alphas as well as productization
- Organizing a team of 2 designers to track work in JIRA and coaching them on defining problems spaces and designing solutions inclusive of AI capabilities.

Lead Product Designer • LogixBoard • 2022 - 2023

LogixBoard offers a data visualization layer for antiquated logistics and freight softwares. The application integrates with popular transportation management platforms like CargoWise and Descartes to aggregate information from multiple parties on status of orders, shipments, and other freight transportation services. I drove design strategy and execution for three key service modules:
- Bookings
- Orders
- Inventory Management

Key Contributions:
- Implemented a process that encouraged collaboration and knowledge sharing amongst all Product functions to improve agility, speed to market and quality
- Identified product modules to increase utility for users and company revenue by collaborating with product managers, sales account executives, and customer support
- Architected a design system in collaboration with engineering to reduce time to shipping features and increasing time for research and validation
- Elevated team operations by contributing to and maintaining a backlog of user stories in partnership with Engineering Managers, reducing QA time and missed edge cases

Sr. User Experience Designer • OneTrust • 2021 - 2022

From startups to enterprises, OneTrust helps businesses achieve compliance with global data and privacy laws. As a Sr. Product Designer, I worked on solutions that help customers stay up-to-date with data privacy frameworks like GDPR, CCPA, and SOC2. Leveraging OneTrust'' AI solution, Athena, contributed greatly to making compliance with complicated frameworks easy.

Design and Product Lead • MobileTechRX • 2021 - 2022

MobileTechRX is an iOS application that helps automotive reconditioning businesses run efficiently by providing a one-stop-shop for operations, customer management, inventory, and service management. As the Lead for design and product, I conducted onsite customer discovery to understand the services and processes, and the broader after-market OEM business space. I collaborated closely with the leadership team to define a roadmap, and coached a team of 2 designers through execution along with coordinating with an off-shore engineering team. Key delivered products include:
- Workflow Management to assist end-to-end job planning for technicians using MobileTechRX, leading to a consolidation of tools and a reduction in operational costs for customers, while increasing subscription-based revenue for the company
- Scheduling
- Reports for shop owners to monitor business health and performance
- Customer Experience platform that facilitates shop customers to track status of their service, thereby increasing the shops' reputation and loyalty towards MobileTechRX platform

UX Research and Strategy • SAP Eureka • 2020

SAP Eureka's signature Claims Management System helps complex insurance claim verification processes run with predictability and accuracy.As the researcher on a 4 people team, I identified user delight and engagement as the area with the largest potential for impact through increased adoption. After conducting extensive user and SME research, I identified gamification as a possible experience lever and analyzed academic publications to assess suitability. The team collaborated with the CPO, COO and the core product team through workshops and review sessions to develop the in-app gamification experience.

Key Contributions:
- Developed a gamification framework based on use cases, mental models and goals of SAP's Claims Management System while keeping it relevant to the broader SAP ecosystem
- The resulting Gamification Playbook is still the go-to as SAP looks at improving engagement across their solutions
- Saw increased accuracy in claims completed, number of claims processed, morale and engagement is preliminary usability tests

Lead Product Designer and Manager • CareerPlug • 2017 - 2020

CareerPlug provides a cost-efficient applicant tracking system geared for SMBs and franchises. The company was on the cusp of overhauling brand and the user experience. As the sole product designer, I implemented a design system to drive solution speed and consistency, followed closely by defining execution strategy and key milestones for the successful overhaul of the CareerPlug ATS.

I served as visual design SME for an external marketing and branding agency and drove alignment between the company values, agency, and CEO's vision to create the new look and feel of CareerPlug, visible in the current company website and marketing efforts.

Key Contributions:
- Established a product delivery cadence in collaboration with the VP of Engineering to ensure on-time delivery of quality experiences
- Collaborated closely with customer facing teams to prioritize highly impactful problems in the design roadmap, giving definition to CareerPlugs' user experience strategy
- Revised platform architecture to make it scalable and adaptable to changing user and market needs, as well as open to additional product modules
- Grew the design function in influence and size by hiring, coaching, and mentoring 2 designers, as well as developing sustainable and scalable feedback and design practices

Education

MHCID, University of California, Irvine (2020) • BA Visual Communications Design, Purdue University (2015)