

SREENIDHI JAYAKUMAR

Product Strategist | Product Designer

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Product Designer and builder driving AI-powered B2B, B2C products from early R&D to ship, blending product strategy with design craft in close partnership with engineering and business.

WORK EXPERIENCE

[BD4](#) · B2C App for Business Development

Product Strategy and Design

Sept 2025 Present **Atlanta, GA**

- Owned end-to-end product strategy for BD4's AI relationship assistant, translating founder and business requirements into core product, driving adoption across 100 customers.
- Drove structured R&D scoping across AI/ML approaches (LLM reasoning, recommendation, classification) for core product logic, partnering with engineering on POC builds to de-risk feasibility and prioritize what shipped into the core based on accuracy benchmarks and defined output states.
- Defined a four-tier framework (technical risk vs. customer impact) to prioritize a 140-item backlog into 15+ sprint-ready tickets.
- Built end-to-end Functional Requirement Documents and reusable Figma component libraries before each build cycle, leveraging Claude to accelerate drafting, catching spec gaps early and cutting design-to-dev handoff time by 60%.
- Led structured beta review sessions with investors and pilot users, triaging feedback into launch-critical, high-value, and post-launch buckets to enable a clean customer launch.

[ConverSight](#) · B2B SaaS for Product Analytics

Product Designer

May 2024 Sept 2025 **Indianapolis, IN**

- Led product research and UX strategy for 3 enterprise products, translating business requirements and user pain points from 1,000+ users into prioritized user stories that drove a 30% revenue lift.
- Conducted 30+ user studies and stakeholder syncs across Customer Success, Ops, and leadership, aligning priorities and product requirements across 3 concurrent product tracks.
- Introduced AI-driven rapid prototyping (Cursor, GPT, Lovable), cutting design cycles 60% and improving operational efficiency across engineering handoffs.
- Developed detailed UI and interaction specs through a cross-platform design system, reducing design-dev errors 50%.
- Ran A/B and usability tests with Customer Success and Ops, driving a 120% increase in product adoption and customer satisfaction.

[Revolution.ai](#) · B2B SaaS for Revenue Operations

Founding Product Design Strategist

Oct 2022 Oct 2023 **Chennai, India**

- Partnered with the founding team and 50+ early customers to define product vision and translate business requirements into a prioritized roadmap, cutting planning time by 80%.
- Prototyped an ML-powered revenue dashboard and scenario-planning module, validating user stories continuously through customer feedback.
- Drove product validation through 20+ research sessions, translating findings into requirements that enabled a successful \$500K seed raise.

EARLIER ROLES

16 Tech Innovation District · Innovation Design Entrepreneur, Intern Feb 2024 May 2024

Crisis Innovation Lab, Indiana University · UX Researcher Oct 2023 Jan 2024

EDUCATION

Indiana University · MS in Human-Computer Interaction (HCI) 2023 2025

Anna University · Bachelor's in Architecture, Experience Design 2018 2022

SKILLS

Product: Product Strategy, Backlog Management, Roadmap Prioritization, Stakeholder Communication, Agile UX, Lean UX, Sprint Planning

Design: Interaction Design, UI Design, Wireframing, Rapid Prototyping, Design Systems, Usability Testing

AI Tools: Cursor, Lovable, Replit, Bolt, GPT

Platforms: Figma, GitHub, Notion, Jira, Adobe Creative Cloud, MS Office, HTML, CSS

[Speaker at IU Board of Trustee Meeting](#) | [First Innovation and Entrepreneur Intern from Indiana University](#)