



# KAMALESH SARAVANAN

Senior UX Designer - Google Cloud



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# KAMALESH SARAVANAN

## Senior UX Designer

With over 8 years of experience as a UX designer, I excel in solving complex design challenges for global clients and businesses. I specialize in turning intricate problems into simple, elegant, and intuitive solutions. By leveraging data-driven insights to understand users and predict behaviors, I create impactful, user-friendly experiences that drive results.

## WORK EXPERIENCE

### Google India

#### Business Application Platform (UX Interaction Designer)

June 2022 - Present • Bangalore, India

As a key UX designer of **Google Cloud - Business Application Platform (BAP)**, I led the designs for Application Integration and Connectors, designed innovative solutions, improving usability, scalability, and user adoption within BAP, significantly impacting product growth and customer satisfaction.

#### Re-Envisioning Application Integration ([go/ReEnvision.Integration](#))

- Transformed internal tool into scalable, GCP-aligned solution, **enhancing usability and adoption.**
- Redesigned UX and developed design patterns, including a DAG component.
  - **Impact:** 130.9% increase in user adoption, **77.3% user satisfaction**, and **20% MoM growth**. **252 customers adopted DAG within two weeks of launch**, significantly improving integration accessibility.

#### Onboarding Experience:

- Redesigned user flows and added contextual guidance to **simplify onboarding.**
- **Impact:** **88% onboarding success, up from 9.35%**, with improved first-time user engagement.

#### Inline Connection Creation:

- Introduced an innovative solution for inline connection creation, simplifying connection configuration within Application Integration.
- **Impact:** **83.33% increase in task completion rates**, and reduced task completion time from 1 hour to just 10 minutes.

#### Gemini Code Assist ([go/gemini.code.assist](#))

- As a **sole designer representing India at BAP Labs**, I got a chance to lead the design of an AI-driven productivity tool launched at **Cloud NEXT and General Availability (GA)**, enhancing application integration for users.
- Standardized components and aligned GCP strategies with Atlas for PP and GA
  - **Impact:** **12,000 leads, 4,900 sign-ups, 74.4% task replacement**, and **82.2% integration skeleton completion.**


#### Reimagining Integration Connections ([go/UniConnect](#))


- Positioned Integration Connectors as **GCP's de-facto platform**, enhancing usability.
- Collaborated cross-functionally to align features with GCP standards.
  - **Impact:** **Key focus for S2 2024 planning with strong leadership support.**

#### UnifiedAI - Cross-Platform Integration ([go/Cross-Platform-Potential](#))


- Developed **unified design framework** integrating Application Integration, Connectors, and Cloud AI.

## CONTACT

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## EDUCATION

### UNIVERSITY OF CAMBRIDGE

HCI for AI System Design  
2024 -2024

### MASTERS IN EXPERIENCE DESIGN

Srishti Institution of Art and Design  
2017 - 2019

### B.SC. VISUAL COMMUNICATION

Madras Christian College  
2013 - 2016

### DIPLOMA ON 2D & 3D ANIMATION

Arena Animations  
2013 - 2016

## ACHIEVEMENTS

### Career Milestone

*Google India (2024)*

Promoted to Senior UX Designer at Google within 2.5 years.

### Recognition

*Google India (2022 - 2024)*

Received 11 Spot Awards and 5+ Peer Awards at Google

### Mentorship

*Google India (2022-2024)*

Mentored a Level 3 Designer, boosting expertise and project confidence.

### Internship Success

*Google India (2023)*

Guided an intern, supporting her transition to a full-time Google role.

### Innovation Leadership

*Google India - 2021*

Led SAP Innovator Challenge team, winning Crowd Favorite in Asia-Pacific region.

### Double Promotion

*SAP India - 2021*

Achieved double promotion at SAP, joining the prestigious SAP Innovation Office.

### Performance Excellence

*SAP India - 2021*

Recognized as Early Rise Performer at SAP India with a special bonus.

### Team Contribution

*SAP India - 2020*

Awarded for exceptional execution and contributions to the team at SAP Labs.

### Academic Distinction

*SAP India - 2015*

Received the Best Student of the Year award during my bachelor's degree.

## SKILLS

### DESIGN

- User Experience Design
- Interaction Design
- Micro-Interaction Design
- Story Boarding
- Branding
- Mobile & Web Design
- Design for AR

### RESEARCH

- Interview
- Persona
- Usability Testing
- Data Analysis
- Competitive Analysis
- A/B Testing

- Presented at leadership forums, driving cross-product collaboration.
  - **Impact:** Concept approved for implementation, boosted scalability across GCP apps

### Next-Gen Data Mapper ([go/datatransformer2.0](#))

- Led design and workshops to revamp architecture, processes, and models for a flexible, user-empowered tool.
  - **Impact:** Positive customer feedback and successful transition to GA, enhancing functionality and accessibility.

### Other Contributions:

- Improved usability, accelerated product launches, and designed intuitive solutions to streamline workflows and increase engagement.
- Led functional testing and integration templates to enhance connection discovery and platform scalability.

## SAP India

### SAP Innovation Office (UX Design Specialist)

*March, 2021 - June 2022* • Bangalore, India

Designed innovative, user-centered solutions across industries by combining research, design thinking, and collaboration. Delivered intuitive experiences that aligned user needs with business goals, driving measurable impact.

### Meter Data Capturing Application (India's Largest Oil & Gas Producer)

- Designed an interactive and responsive application for capturing meter data to support operational efficiency.
- Conducted customer research, created the information architecture, developed interactive prototypes, and facilitated user testing sessions
  - **Impact:** Secured a \$32M deal by delivering a user-centered design solution that exceeded client expectations.

### GovERP (Australian Government)

- Designed a smart unified enterprise application for streamlined government operations.
- Led the UX design, facilitated design thinking workshops with government officials, and incorporated data-driven decisions into prototypes.
  - **Impact:** Delivered a minimum viable product (MVP) within 30 days, enabling rapid deployment and aligning with stakeholder goals.

### E2E Business Experience Transformation (Global Coffeehouse Chain)

- Reimagined the digital business experience to enhance user engagement and operational efficiency.
- Collaborated with customers, engineers, and data scientists to develop conceptual storyboards and interactive designs.
  - **Impact:** Improved user engagement and provided a strategic framework for digital transformation.

### Dashboard for Solar Generation Monitoring (India's Largest Energy Company)

- Constructed a dashboard to monitor the performance of solar generation plants, providing real-time insights and operational efficiency.
- Led brainstorming sessions with cross-disciplinary stakeholders, defined the digital strategy, explored concepts, and executed the design solution.
  - **Impact:** Secured a \$12M deal; the design prototype was sold with the product and is now showcased at the SAP Singapore Experience Centre.

## TOOLS

- Figma
- Sketch
- Adobe XD
- Aero
- Illustrator
- Photoshop
- Premiere Pro
- Axure
- Hot Jar

### Sustainability Dev Goal - Tracking App (Malaysian Infrastructure Company)

- Designed a **live analytics application** to track sustainability goals, enhancing visibility into the company's SDG progress.
- Utilized participatory design techniques and analytics reporting to **gather user data, translating insights into interactive dashboards.**
  - **Impact:** Enabled the company to monitor live analytics, driving **actionable insights for sustainability initiatives.**

### SAP Cloud-Native Application – Kyma 2.0

- **Advocated for UX design excellence** in the development of SAP's cloud-native application, Kyma 2.0.
- Acted as the primary UX advocate, ensuring a seamless and user-friendly experience.
  - **Impact:** Enhanced the **user-centric approach of Kyma 2.0**, contributing to its scalability and adoption.

## SAP Labs India

### SAP Data Warehouse Cloud (Associate UX Designer)

*September, 2019 - March 2021* • Bangalore, India

Led the design and research for "SAP Data Integration – Data Flow Builder," a top priority for SAP in 2020, launched at SAP Sapphire 2020.

- Led a team of 27 engineers and collaborated with Product Managers and the UX Director to define and deliver UX requirements.
- Created interaction strategies, designed navigation flows, and developed interactive prototypes aligned with real user needs.
- Conducted customer engagement sessions, synthesizing user insights into feasible design decisions, and delivered an MVP in 6 months.
  - **Impact:** Achieved an SUS score of 8.1 (Very Good) for the product, ensuring high customer satisfaction.

### UX Collaboration and Innovation

Introduced new UX design (UXD) and UX research (UXR) collaboration models to the global SAP design team.

- Developed frameworks to enhance collaboration and productivity between designers and UX writers.
- Implemented these models across SAP APJ design teams, receiving widespread recognition through appreciation emails.
  - **Impact:** Improved cross-functional collaboration and team efficiency across regional teams.

### Micro-Interactions for SAP Marketplace

Enhanced the SAP Marketplace experience by designing impactful micro-interactions.

- **Impact:** Improved overall product usability and user satisfaction.

### Event Promotion – SAP Social Warriors Team

Organized promotional campaigns and digital marketing for major SAP events like SAP TechEd 2019 and D-KOM 2020.

- **Impact:** Increased event visibility and engagement through innovative marketing strategies.

### SAP Data Intelligence (Design Scholar)

*July, 2017 - September 2019* • Bangalore, India

Worked on **SAP Data Intelligence, Business Applications**, and tools while

pursuing a Master's in Experience Design at Srishti Institute of Arts, Design, and Technology.

- Key contributor to designing SAP Data Intelligence, which was demoed at SAP Sapphire and TechEd Conferences (2018 and 2019).
- Conducted usability testing at TechEd 2019, identifying areas for improvement and redesigning interactions and workflows.
- Designed elegant user flows and interactions in less than 4 months, maintaining design consistency with the team.
  - **Impact:** Improved the SUS score from 5.5 (Medium) to 7.8 (Good), showcasing significant usability enhancements.

### SAP BW/4HANA Business Applications

- Re-envisioned the interface and experience of SAP BW/4HANA business applications, transforming outdated SAP GUI designs into modern SAP Fiori interfaces.
- Collaborated with cross-functional teams to ensure the design met user needs and business goals.
  - **Impact:** Significantly increased customer adoption and conversion to SAP Fiori due to the efficient and user-friendly UI.

### SAP HANA Calculation View

- Led ideation, concept exploration, and solution execution for SAP HANA Calculation View.
- Redesigned the entire customer journey to create a streamlined and intuitive experience.
  - **Impact:** Enhanced the user experience, leading to improved satisfaction and usability for key business users.



FreeElectives

### Jodi365 - Next-Gen Matchmaking Platform (UX Designer)

June 2016 – June 2017 • Bangalore, India

Led the design for Jodi365, a matchmaking platform connecting educated singles worldwide, facilitating over 1.5M introductions.

- Redesigned the entire platform experience, including the dashboard and newsfeed, to enhance discoverability and efficiency.
- Monitored behavior analytics to identify pain points and improve usability.
- Designed user flows to address key challenges, ensuring users could easily navigate the platform and take meaningful actions.
  - **Impact:** Improved user satisfaction and engagement, driving seamless matches and interactions on the platform.

### Internal CRM Tool

- Conceptualized and designed a CRM tool for internal use, streamlining customer data access and automation workflows.
- Conducted iterative testing to ensure efficiency and usability for internal teams.
  - **Impact:** Increased operational efficiency and empowered teams to provide better customer support.