

Balaji Ramesh

Lead Product Designer

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Profile

Lead Product Designer with **8+ years** in enterprise B2B SaaS, specialising in agentic AI interfaces and token-based design systems. Lead designer on SoftSpell.ai, a Gen-AI developer platform. Designed the human-in-the-loop, confidence and fallback patterns while working directly with distributed AI/ML engineering teams. Builder of **FigGenie**, a Figma plugin for design system generation.

Work Experience

Aspire Systems / Lead Product Designer - (Softspell.ai Division) SEP 2024 – PRESENT · CHENNAI, TN, INDIA

- Led product design for SoftSpell.ai, owning end-to-end UX from discovery to developer handoff with the engineering team.
- Designed agentic interaction patterns for multi-agent workflows: confidence indicators, fallback states, and human-in-the-loop approval gates before agents take action.
- Architected a 3-tier token system (Primitive / Semantic / Component) that became the shared source of truth between design and front-end engineering.

Aspire Systems / Senior UX/UI Designer APR 2022 – AUG 2024 · CHENNAI, TN, INDIA

- Modernized legacy enterprise platforms in fintech and insurance, redesigning high-density data views for faster, error-resistant task completion.
- Led responsive design system updates informed by product analytics, standardizing components to reduce one-off design work.
- Established accessibility practices across product verticals to meet WCAG 2.1 AA.
- Presented UX strategy and design rationale directly to client executive stakeholders.
- Led UX estimation and discovery in presales for enterprise prospects, including logistics and retail, as Aspire's UX/UI sales enabler.

Freelancer / UX/UI Designer AUG 2018 – MAR 2022 · REMOTE, INDIA

- Designed web and mobile (iOS & Android) products from 0 to 1 for startups and SMEs, from research through high-fidelity production release.
- Partnered with front-end engineers on handoff, responsive layouts and design fidelity in production.

Skills

AI UX: Agentic workflows · Human-in-the-loop design · Confidence & fallback states · Non-deterministic UI patterns

Design Systems: Token architecture · Figma library structure · Multi-brand governance · Developer handoff

Product & Research: Enterprise B2B SaaS · Information architecture · Usability testing · Heuristic evaluation

Collaboration: Cross-functional alignment (Product / Engineering / AI-ML) · Presales & stakeholder presentations

Tools

Figma (Expert) · FigJam · Framer · Miro · Adobe Creative Suite · Maze · Optimal Workshop · Jira · front-end literacy (React, Tailwind, token translation)

Education & Certifications

SMVEC, Pondicherry University / B.Tech EEE AUG 2014 – MAY 2018 · PUDUCHERRY, INDIA

Completed Bachelor of Technology in Electrical & Electronics Engineering, Sri Manakula Vinayagar Engineering College, under Pondicherry University.

IxDF / Certified Designer SPECIALIZING IN AI-UX STRATEGY & INTERACTION DESIGN

Certifications: AI-UX Strategy · Interaction Design · User Research · Mobile UX

Coursera / Certified Designer SPECIALIZING IN AI-UX

Certifications: [GenAI for UX Designers](#)