

Krunal Prajapati

PRODUCT DESIGNER

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Portfolio Link
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Product designer owning the full arc of product work ranging from research and strategy to coded, interactive prototypes, bridging the gap between design vision and engineering reality. Specialising in complex cloud infrastructure, with a focus on AI-native interfaces that adapt to how people actually think and work.

EXPERIENCE

Tessell

Feb 2024 — Present

Product Designer · Bengaluru

Tessell is a multi-cloud DBaaS platform (Series B). Sole product designer for Escher, the company's highest-visibility AI initiative, while also owning the design system and cross-functional work across the org.

- Built a generative UI response system for Escher, an AI CloudOps tool, entirely from first principles. The system produces 30+ contextual content block types (charts, topology diagrams, playbooks, execution blocks) dynamically per conversation. Refined through iterative prompt engineering and schema design
- Designed and built a real-time streaming chat with full persona support. Created 5 in-product personas for Escher that adapt conversation style and content to individual users.
- Built Tessell's design system from scratch. All new features across both product lines are built on it. Hired and onboarded a dedicated UI engineer to maintain it.
- Created Fetch, an AI-powered knowledge system, aiding information retrieval from an under-developed documentation base. in 48 hours as part of hackathon. Now developed and regularly utilised as an internal product.
- Led company-wide AI tooling workshop on Figma Make. Contributed to hiring 10 people across design and engineering. Managed dev task tracking and cross-functional delivery.

Atlassian

May 2023 — Jul 2023

Product Design Intern · Remote

- Diagnosed why enterprise admins were abandoning cloud migration flows. Identified 3 critical trust-breaking points and delivered redesigned flows for each.
- Led ideation workshops to surface workflow interdependencies; restructured multiple user journeys to improve completion rates.

EDUCATION

IIT Guwahati

2020 — 2024

B.Tech in Chemical Engineering 8.3
Minor in Product Design 9.0

SKILLS

- User Research
- Product Strategy
- Systems Thinking
- Wireframing
- AI Prototyping
- Design Strategy
- Usability Testing
- Design Systems
- Workshops
- Interaction Design
- Cross-Functional Facilitation
- Figma
- Claude Code

* elementary proficiency

COURSES & CERTIFICATES

Product Planning & Strategy 10/10
Product Design
Design Management
Fundamentals of AI
Reinforcement Learning
Deep Learning
AWS Cloud Practitioner

SELECTED PROJECTS

OneStop

SWC, IIT Guwahati

Sole designer for a campus super-app covering timetables, dining, transport, lost and found, and peer marketplace.