

SIVA KIRAN YBV

DESIGN LEADER · AI-NATIVE PRODUCT DEVELOPMENT

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in LinkedIn

ABOUT ME

Design leader with 15+ years turning enterprise products into retention engines. Rebuilt Gainsight's flagship Journey Orchestrator into the company's strongest driver of customer retention, founded its first design system, and transformed the design org into an AI-native team shipping functional prototypes, not static handoffs. I measure success in customer and business outcomes, not deliverables.

EDUCATION

M.S., Game Design
ICAT

B.F.A., Fine Arts
Sri Venkateswara College of Fine Arts
Osmania University

Certified Usability Analyst
Human Factors International

CONTACT

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SKILLS

Product Design · UX Strategy & Leadership
· AI-Native Product Development · Design
Systems · Accessibility (WCAG) ·
Internationalization · Customer Discovery &
Research · Design-to-Code · React
Collaboration · Product Analytics

TOOLS

Figma · Sketch · Adobe XD · Zeplin ·
Photoshop · Illustrator · Gainsight PX ·
Claude · Cursor · GitHub Copilot · v0 ·
ChatGPT · React · HTML · CSS

EXPERIENCE

Manager, Product Design

Jun 2017 – Present · Gainsight

Lead designer and people manager for a Customer Success platform serving global enterprises, accountable for experience strategy, design systems, accessibility, internationalization, and AI-enabled product development across the portfolio.

- Redesigned **Journey Orchestrator**, a flagship product area, from the ground up; customers adopting it became the company's most-retained segment, one of the strongest drivers of long-term retention.
- Led experience modernization across the majority of the product suite, improving usability, consistency, and scalability through a unified product vision.
- Partnered with executive leadership, product, engineering, and customer-facing teams to align product strategy with business goals, contributing to increased retention, adoption, and satisfaction.
- Founded **Horizon**, Gainsight's first design system, establishing reusable components, accessibility standards, and a shared design-to-engineering language that accelerated delivery.
- Spearheaded the company-wide accessibility initiative — securing executive buy-in, selecting partners, leading audits, and driving remediation — reducing churn risk and expanding access to regulated and global markets.
- Led internationalization across the platform, enabling multilingual experiences and supporting expansion into new global markets.
- Transformed the design org into an AI-enabled team, coaching designers on Claude, Cursor, GitHub Copilot, v0, and Figma AI to move beyond static handoffs into functional React-based drafts.
- Established a data-informed design culture, combining AI-assisted workflows, customer research, experimentation, and **Gainsight PX** analytics to validate decisions and prioritize outcomes.
- Built and delivered flagship product demos for **Gainsight Pulse** since 2018, translating product vision into compelling experiences for the company's largest annual customer event.
- Built and scaled a high-performing team of 15 designers across locations, mentoring future leaders and creating growth paths that drove multiple promotions and measurable engagement gains.

Sr. User Experience Designer

2015 – 2017 · ADP

Sr. User Experience Analyst

2014 – 2015 · Intergraph Consulting

Programmer Analyst

2012 – 2014 · Cognizant Technology Solutions

Test Engineer, UX & UI

2010 – 2012 · Game Shastra