

venu mathukumalli

Senior Product Design Lead / Design Manager | UX/UI | Design Systems | AI-Enabled Product Design

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PROFESSIONAL SUMMARY

Senior Product Design Lead and hands-on design manager with 20+ years across visual design, UX/UI, and product design, including 9 years shaping complex enterprise B2B and B2B2C platforms. Combines people leadership with deep hands-on product design experience - leading a globally distributed team of 10+ designers while personally driving discovery, user research, information architecture, interaction design, high-fidelity prototyping, usability testing, design systems, accessibility, and engineering handoff. Connects Design, Product, Engineering, and Business to simplify complex workflows and deliver measurable outcomes, including 196% account revenue growth and digital experiences serving 18,000+ users.

CORE COMPETENCIES

Leadership: Design Leadership, Team Leadership, Hiring and Onboarding, Coaching and Mentoring, Contractor and Vendor Management, Performance Management, Stakeholder Alignment

Product and UX: UX Strategy, User Research, Discovery, Journey Mapping, Information Architecture, Interaction Design, User Flows, Usability Testing, Data-Informed Design

UI and Systems: Design Systems, Component Libraries, UX Patterns, High-Fidelity Prototyping, Responsive Design, Accessibility, WCAG-Aligned Design, Visual Design

AI and Delivery: AI-Assisted Research Synthesis, AI-Augmented Ideation, Rapid Interactive Prototyping, Human-in-the-Loop UX, Agile/Scrum, Engineering Handoff

Tools: Figma, Figma Make, Lovable, Claude, Generative AI, Adobe Creative Suite, Jira, AEM, Miro, UserTesting, ProtoPie

PROFESSIONAL EXPERIENCE

MARSH | Phoenix, AZ | Nov 2017 - Aug 2026

Design Lead / Senior UX Designer - Hands-On Product Design and UX Leadership

- Built and led a globally distributed team of 10+ designers across the U.S., India, Mexico, Ireland, and France while remaining hands-on across product design delivery; owned hiring, onboarding, coaching, performance management, contractor and vendor relationships, SOWs, and design-team budget responsibilities.
- Owned end-to-end UX and product design across 25+ internal and client-facing enterprise applications, moving from discovery, user research, journey mapping, and information architecture through interaction design, high-fidelity prototyping, usability validation, and production-ready engineering handoff.
- Transformed a 110-question spreadsheet- and email-based renewal process serving approximately 700 providers into a real-time self-service experience, contributing to 196% account revenue growth from \$0.49M to \$1.43M while reducing reliance on manual support.
- Designed digital enrollment, renewal, payment, and self-service workflows for a network of 18,300+ agents; 2,900+ policies were bound on launch day and 8,000+ within three days, with an estimated \$1M in added annual commission revenue.
- Led product design for a global quoting application supporting 120+ countries, translating complex country-specific requirements into guided multi-step workflows, dynamic questions, conditional pages, and market-aware content.
- Created 150+ high-fidelity POCs and interactive prototypes for executive and new-business conversations, turning ambiguous requirements into tangible experiences that accelerated alignment, decision-making, and product direction.
- Established and scaled reusable design-system patterns, component libraries, templates, accessibility standards, and UX guidelines, improving consistency across products and giving design and engineering teams stronger foundations for delivery.

- Embedded AI-assisted workflows into research synthesis, concept exploration, rapid prototyping, and design-to-development handoff while partnering closely with Product, Engineering, Business, and senior stakeholders in Agile/Scrum teams.
- Conducted design reviews, usability validation, and cross-functional working sessions while coaching designers and personally resolving complex interaction, workflow, and visual-design problems.

INVESTIS DIGITAL / IDX | Phoenix, AZ | Apr 2016 - Oct 2017

Interface Designer

- Designed responsive website interfaces, wireframes, reusable page templates, and digital experiences, creating repeatable UI foundations that improved consistency across client-facing web projects.
- Partnered with engineering, creative, strategy, and business teams to translate requirements and brand direction into production-ready website experiences, marketing collateral, and executive presentations.
- Created sales and pitch presentations that translated complex strategy and messaging into clear visual narratives supporting business-development conversations.

iCROSSING, A HEARST COMPANY | Scottsdale, AZ | Dec 2005 - Jan 2016

GUI Designer

- Designed 300+ executive, new-business, and client presentations, translating strategy, research, data, and campaign concepts into clear visual narratives for executive and business-development audiences.
- Built and evolved the company's visual identity across digital, print, presentations, and major industry events, establishing consistent brand experiences across marketing channels.
- Collaborated with teams across the U.S., U.K., Germany, Latin America, and Spain to deliver global visual and digital design while maintaining consistency across markets.
- Designed and maintained company and client website experiences across WordPress and Drupal, extending a strong visual-design foundation into interactive and web-based experiences.

EDUCATION

Post Graduate Diploma in Computer Methods and Programming - India

Certification in Design - India

Bachelor's Degree in Accounting and Income Tax - India